Reltio Connected Customer 360 for Healthcare

Reliable data and clear insights for better payer-provider collaboration
Healthcare organizations continue to face significant challenges with regulatory and compliance requirements along with the emergence of Accountable Care Organizations (ACOs) and frequent M&A activity.

The pace of change in healthcare is only going to accelerate with growing demands from patients, regulators, legislators, and technology optimists. A paradigm shift in care delivery along with the new pay-for-performance model requires healthcare organizations to modernize data management. The ability to understand the complex and dynamic relationships among providers, organizations, pharmaceutical manufacturers, health insurance companies (payers), points of care, and health plans will be critical to taking the right actions for their businesses.

DATA-DRIVEN HEALTHCARE

Reltio Connected Customer 360 enables healthcare organizations to meet their internal business needs for storing, mastering, accessing, governing, and analyzing data. The Reltio platform brings together data from patient records, claims datasets, and third-party providers to present visibility into member, provider, employer, family, and beneficiary relationships. Reltio Connected Customer 360 helps improve provider satisfaction by streamlining claims processing and payment and identifying fraudulent claims, member segmentation and predictive modeling for improved care and effective cost management.

CREATING ACCURATE PROVIDER AND ORGANIZATION PROFILES

The Reltio Cloud connects customer data from multiple internal, external sources to create complete provider and organization profiles, identify key decision-makers, and uncover relationships, between healthcare providers and organizations, locations, health plans, activities, and transactions. This not only improves data quality, but also helps deliver patient-centric care, improve operational efficiencies, and meet compliance requirements. Reltio Connected Customer 360 offers a complete view of a provider along with the relationship and transactional data, to streamline business operations across the healthcare continuum.
COMPLETE PROFILING

Profiles. Cleanse, match, merge/decouple data of any type and domain, including providers, organizations, payers, employees, patients, and products.

Hierarchies and Relationships. Discover and manage hierarchy structures for organizations, payers, and products. Visually represent multiple affiliations and influencer relationships.

Third-Party Data. Connected Customer 360 profiles are created by integrating data from internal and external sources. These include data from omnichannel transactions and interactions and any third-party service such as Dun & Bradstreet and IQVIA.

Transactions and Interactions. Onboard and connect multichannel engagement and social data.

Real-time Analytics. Get personalized insights into payers, channels, formulary, and competitive products across regions with visualization in the context of each business user’s role.

Recommended Actions. Take actions guided by intelligent suggestions correlated back in a full closed-loop for continuous refinement and measurable outcomes.

COLLABORATIVE CURATION

Collaboration. Use social-style interactions with attribute-level annotations and discussion threads.

Ratings. Rate and rank providers, hierarchies, and relationships based on the quality of the data or level of engagement.

Tags. Manually or automatically tag profiles and relationships for ad hoc relationship clustering.

Workflow Management. Use structured workflows to create tasks for data stewards or IT requests for application enhancement.

COMPLIANT TRACKING

Manage Identifiers. Track a variety of contributing data sources for ongoing updates and downstream data distribution.

History and Lineage. Compare bitemporal views of historical data and changes down to attribute-level granularity.

Audit Trail. See the reasons for any data changes.
UNCOVERING RELATIONSHIPS AND AFFILIATIONS

Healthcare organizations continue to evolve caused by dramatic shifts in reimbursement models, regulatory requirements, and competition. Reltio Connected Customer 360 provides a turnkey data-driven affiliation management application for managing all relationships within and across healthcare organizations and providers. It delivers a graphical view of providers-to-organizations affiliations and details about professional associations and committees within the organization. Reltio Cloud offers best-in-class affiliation data through partnerships and data services and empowers you to save, share, and export search results based on affiliation as well as geography, and a limitless number of attributes that matter to your business.

CREATING CONNECTED PATIENT 360 PROFILES

Meeting today’s goals of patient-centricity, lowering readmission rates, and ensuring adherence to medication requires complete patient understanding. Reltio Connected Customer 360 integrates patient information including EHR/EMR, lab results, omnichannel interactions and transaction, claims and reimbursement info into a single, easy-to-use cloud application, helping organizations to better coordinate care. Moreover, Reltio platform provides valuable insights into a patient’s support system, caregivers, payers, and family members.

ENSURING COMPLIANCE

Reltio Connected Customer 360 provides comprehensive auditing and tracking features to ensure compliance with regulations such as CHIP and HIPAA. Reltio provides an audit trail for any data changes. Reltio’s fine-grained clickstream analysis can be used to alert you to abnormal data viewing patterns by users for possible information breach or theft, and can be used for compliance and efficiency training on how to best use applications and data.