

## Case Study: VisionWare's Master Data Management (MDM) Solution Helps Prominent Health Plan Significantly Reduce Costs

VisionWare  
A Civica Group Company

Like many large health insurance providers, this Pacific Northwest health plan was challenged by what it recognized as preventable risk and increased financial overhead related to poor data quality. In particular, the plan was concerned that its marketing campaigns were not cost-efficient, lacked overall effectiveness, and may in fact, lead to reductions in customer satisfaction and loyalty.

As an innovative industry leader and data-driven organization, the payer sought a solution to actively "manage" data across the enterprise rather than "maintain" it in various transactional systems. They selected VisionWare for both its proven, customized MDM solution as well as its reputation in the market as a true partner. Deploying VisionWare's MDM product suite enabled the organization to eliminate duplicate records, thereby reducing costs associated with marketing, billing, and operations.

### Reducing Costs through Data Quality

Payers are facing increasing challenges in managing data, as continued mergers and acquisitions in the provider market are leading

to an influx of complex, fragmented data. As nonprofit foundation [The Commonwealth Fund](#) notes in a recent report, "There were 1,412 hospital mergers between 1998 and 2015; physicians also have consolidated into increasingly larger groups. Moreover, the four largest insurers now account for 83 percent of the total national market."

As a result of an influx of data, this large payer organization was faced with a myriad of member details and data scattered across multiple databases. It hoped to consolidate the data in order to reduce the amount of direct mail and marketing materials being sent to members.

For example, consider a situation in which two or three health plan members live in the same household. Without MDM, the health plan might send several versions of the same marketing material to one address. Or, with duplicate and fragmented member records, marketing materials might be sent to members' previous addresses, or addresses that are inaccurate and may never reach their destination. However, with an MDM solution that provides a complete, golden record of each member, savings can be achieved by sending mailings that are targeted to the intended recipient.

## A Partnership with VisionWare

The health plan chose to implement VisionWare's Multivue solution for MDM, along with Chroma and VeRus add-ons because of the ability to tailor the solution to its specific needs.

Multivue created a single, complete view of the health plan's members across previously siloed and disparate data sources. Chroma helped the plan to streamline its data stewardship and governance initiatives by providing a process for data management and maintenance. VeRus ensured that the performance of the Multivue engine would not be affected by poor data, by verifying and standardizing the health plan's existing records against external, third-party reference data sources.

"VisionWare offers unparalleled flexibility to support health plans, hospitals, and other healthcare organizations, and we continually empower our customers to tailor our solutions in ways that work for them," said Gordon Cooper, founder and CEO of VisionWare.

## Streamlined Operations

As a result of partnering with VisionWare, the health plan was able to significantly reduce its marketing costs through savings on both printing and postage. Furthermore, having a single record for each member will enable the plan to continue to save on future marketing efforts through more accurate and complete records. And, Chroma will continue to ensure that the plan will always have access to the most accurate and consistent information possible as it shares and updates data in real-time.

# VisionWare

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VisionWare is a Master Data Management (MDM) Company. Our technology enables local authorities to break down the inefficiency of data silos by creating a single and complete view of the citizen across the authority. Enabling this 'single view of the truth' is an essential pre-requisite to leverage the benefits of a data-driven organisation, including: a platform for digital service transformation, provide a holistic view of service consumption, income optimization through fraud and error identification, support for GDPR compliance, multi-agency data sharing and early intervention for vulnerable citizens. Founded in 1993, VisionWare is headquartered in Glasgow, Scotland and has offices in Newton MA.

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