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CalOptima
Better. Together.

Healthcare Organization Uses Data Quality to Optimize the Value of Member Data

CalOptima serves 422,000 members with a network of more than 5,800 primary care doctors and specialists, as well as 24 hospitals. As the second largest health insurer in Orange County, CA, CalOptima provides coverage to one in seven of the county's residents and one in three of its children.

In order to better serve its members, improve communications and grow its business, CalOptima embarked on a tremendous undertaking – migrating its membership data into a single data warehouse.

CHALLENGES WITH DEPLOYING A DATA WAREHOUSE

A key challenge CalOptima faced was the poor quality of its member data, specifically inaccurate mailing and home address information. CalOptima wanted to reduce undeliverable-as-addressed mail and the costs associated with returned mail.

"Our main objective was to add value to the data produced for business users. Having conformed and integrated data is valuable, but the added value

of recognizing valid addresses is significant. One of the cost-driven indicators is returned mail and missing communication with members," Osvaldo Cruz, CalOptima's data warehouse architect, said.

QUALITY DATA ORGANIZATION, QUALITY MEMBER COMMUNICATION

"Since CalOptima is a member-centric organization, adding quality around our ability to communicate with members is crucial to support our mission," added Cruz.

With so much data to collect and manage, CalOptima recognized it needed to implement a solution that would clean and standardize all of its multi-sourced, multi-dimensional membership data – a critical step during migration to a data warehouse. That is why the firm turned to Melissa for its Data Quality Components for SQL Server.

THE FULL POTENTIAL OF AN OUT-OF-THE-BOX SOLUTION

"[The Data Quality Components are] very easy to integrate with new and existing ETL components," Cruz said. "The fact is, a self-contained data flow component makes its implementation an easy task, taking full advantage of the SQL Server Integration Services (SSIS) engine."

Cruz noted that it was the component's ease-of-use that lured them to the product. "We appreciated the extensive functionality provided in the out-of-the-box version. It is an excellent, self-documented product, and has a very intuitive user interface for programmers and architects. It is a simple drag-and-drop to include SSIS components in the ETL flow."

CalOptima was also able to take advantage of the solution's geospatial functionalities. Now the organization can determine the distance between their members and their primary care providers.

"The additional geospatial attributes can leverage the existing BI platform in place, in order to produce accurate maps and other geographical representations … so we now have better knowledge of our members' locations," he said.

Cruz expects that one of the solution's biggest impacts will be on reducing returned mail costs.

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– OSVALDO CRUZ, CALOPTIMA'S DATA WAREHOUSE ARCHITECT

About CalOptima:

CalOptima is a county organized health system providing publicly funded health coverage programs for low-income families, seniors, and people with disabilities in Orange County, California.

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

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