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CalOptima's data warehouse architect

Healthcare Organization Scrubs Data Using SQL Server Tools

Company

Cal Optima

Industry

Healthcare

Challenge

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, CalOptima provides coverage to one in seven residents, and one in three of the county's children.

Deploying a Data Warehouse

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

A key issue CalOptima faced was the poor quality of its member data, specifically inaccurate mailing and 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.

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.

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

Solution

Data Quality Components for SQL Server

Data Quality Components for SQL Server are data transformation tools for Microsoft SQL Server Integration Services (SSIS) that provide a full complement of data verification, standardization, and consolidation functionality.

Results

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 Data for its Data Quality Components for SQL Server.

“It is 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 the solution’s biggest impact will be on reducing returned mail costs.



About Melissa Data

Melissa Data is a leading provider of data quality, marketing and mailing solutions. Melissa Data helps companies acquire and retain customers, validate and enhance data, improve marketing ROI, and save money on postage and mail processing. Since 1985, Melissa Data has helped companies like Mercury Insurance, Xerox, Disney, AAA, and Nestle improve customer communications.

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