

Untangling Data for Streamlined Results

Case Study: Pharmaceutical Data Management

THE CHALLENGE:

A leading international pharmaceutical company had promised insurers a program designed to reduce healthcare costs by educating their insureds about specific health and disease management issues. The data necessary to support the program (proprietary, personally identifiable health-related information from approximately 55 million households) was stored in a variety of repositories with no common link to ensure accurate, consistent data consolidation. Additionally, due to internal constraints on resources, the program had languished for months without progress and the deadline to deliver was looming.

THE SOLUTION:

InterDirect designed and built a data warehouse to manage and deliver the information necessary to support the program, along with a process to consolidate the disparate data into a single source. InterDirect cleaned, updated and householded each record, appending them with phone numbers, demographic data and other available information critical to highly specialized communication. Initially, InterDirect housed the data, providing dedicated access for the client. When the client brought its internal warehouse online, InterDirect provided routine data maintenance and updates.

THE RESULTS:

InterDirect delivered the project on time and under-budget, allowing for a highly successful program launch and rapid growth as new insurers came on board. During the course of the project, InterDirect discovered elements within the data that directly contradicted the client's previous assumptions about their data management and internal processes. This resulted in the client making significant changes to the way they handled data and how they managed future projects.

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