

Global Data Synchronization in the Healthcare Industry

GOLDENGATE™

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Healthcare firms are constantly seeking to reduce costs, streamline operations and improve patient care as the industry continues to deal with a challenging and constantly evolving business environment. In addition, the regulatory requirements of the U.S. Government HIPAA statutes are driving significant and long-term changes to the IT infrastructure that forms the administrative and patient care backbone of the sector.

For these reasons, the healthcare industry is looking to automation to play a major role in controlling costs and improving operations. Web initiatives for customer relationship management continue as HMO's look to the Internet as a more efficient means to sign up new members, manage patient groups and facilitate dispute resolution. While initial adoption has been slow, it is clear that customer self-service is the future of health plans.

Technology Challenges in Healthcare

The industry's typical IT infrastructure is a complex assemblage of packaged administrative applications together with packaged and custom healthcare-specific applications. Going forward, the industry is moving to more formal business process management, physician order entry and patient online systems, enterprise master person indexes (EMPI) and related patient-centric computing applications.

As manual and paper processes are automated, the volume of data that hospitals and healthcare networks must manage and process is growing at an exponential rate. Moreover, because healthcare IT systems support crucial clinical operations and current data must be available at all times, always on, zero-latency applications are becoming increasingly important.

Taken together, these factors are driving the healthcare industry toward business synchronization. Similar trends can be seen in a variety of other industry sectors such as the financial services industry, which is pursuing a number of Straight-Through-Processing (STP) automation and integration projects aimed at providing a consistent and efficient IT infrastructure for the handling of financial instrument trading.



Sample GoldenGate Customers

American Medical Management
Antelope Valley Hospital
Baptist Health
Group Health Cooperative
Inova Health Systems
Iowa Health Systems
Mayo Clinic Foundation
Mayo Clinic AZ
Montefiore Medical Center
North Carolina Baptist Hospital
PCS Health Systems
Regionsykehuset I Tromose
St. Joseph Hospital
Yellowstone Hospital

HIPAA

The U.S. Government's Health Insurance Portability and Accountability Act (HIPAA) mandates both privacy and transactions standards be implemented by the industry between 2002 and 2005. These mandates will have a profound effect on automating healthcare industry processes from patient recruitment to clinical care to billing. While many healthcare organizations will take a tactical approach to HIPAA remediation (not unlike what many industries did for Y2K), the resulting automation, consolidation of applications, application integration, privacy and process management will have an overwhelmingly positive effect on patient care and business operations.

Integrating Diverse Infrastructures

The complex and often tactical application environments that prevail in today's healthcare sector are the primary challenge to achieving business synchronization. Consider the following issues:

- > **Legacy, Web-Enabled, Custom and Manual Systems:** Hospitals and healthcare networks must integrate legacy systems with Web-enabled and Web-native systems.
- > **Product-Centric Applications vs. Patient-Centric Applications:** To achieve a "single view of the patient and healthcare consumer," healthcare must tie together product oriented applications with clinical applications.
- > **Interfaces with Multiple Partners and Patients:** The interconnected nature of healthcare—from HMO's and insurance companies to CDO's (care delivery organizations, including hospitals and specialized providers such as labs)—creates a need for global integration.
- > **Merger And Acquisition Activity:** Today's challenging environment has led to consolidation among HMOs, physician groups and hospitals; forcing IT departments to contend with constant volatility.
- > **HIPAA Privacy and Transaction Standards:** In the coming years, every hospital in the U.S. must bring their electronic storage and transmission systems into compliance with the strict HIPAA security protections for personal health information.



GoldenGate The Global Data Synchronization Platform

GoldenGate is the leader in Global Data Synchronization, enabling healthcare organizations to synchronize all their data. GoldenGate's global data synchronization platform moves data at sub-second speeds in massive volumes across highly diverse environments inside the enterprise and across the firewall to partners, providers and payors. Global Data Synchronization enables flawless business continuity, up-to-the-minute business analytics and intelligent application integration. GoldenGate is a primary vendor to the healthcare sector, and its solutions address the many clinical, regulatory and technical initiatives confronting the industry today.





Application Integration

Montefiore Medical Center, which ranks among the country's top teaching hospitals and medical research facilities, relies on the GoldenGate platform to integrate its clinical information system with its business reporting applications and the system its researchers use to perform statistical analysis and patient studies.

Business Continuity

"Patient data must be available 24x7x365 - the doctors depend on the system to make life and death decisions, so downtime is not an option," said Carl Baylis, Assistant Director at EHIT, Montefiore's outsourced technical services provider. "With GoldenGate we have eliminated downtime and achieved true continuous availability."



Technical Initiatives

To confront and solve the challenges, CIOs and IT managers in the healthcare industry must implement synchronization solutions that can capture and deliver all kinds of data—insurance coverage information, medical histories, drug prescriptions, care plans, research and analysis—wherever it is needed inside and outside the hospital or network. Synchronizing data on such a global scale requires a platform that can enable application integration, reports and analysis and business activity monitoring. Healthcare organizations must have real-time, scalable data synchronization that provides instant access to high volumes of source and target data throughout the organization and beyond—to physicians, suppliers, patients and insurance carriers. Data must be provided in the format required by regulation and migrating data from legacy systems to new applications is essential for optimizing the value of IT investments. And lastly, as healthcare organizations rely more and more on e-business solutions within parallel environments for their critical patient operations, real-time, high-volume "mirroring" will be key to achieving 100% uptime continuity.

GoldenGate Speed, Volume and Diversity

With its capture once and deliver anywhere capability, the GoldenGate data synchronization platform provides optimum performance for the healthcare industry. By capturing data at the source as it changes, and delivering that data to the target in less than a second, GoldenGate can ensure data synchronization for the largest healthcare organizations. The GoldenGate platform is the one global data synchronization solution with the capabilities to support the key business and technical initiatives facing healthcare organizations in the e-business age:

- Instantly capturing, transforming and delivering data between core physician order entry (POE), product-oriented applications and systems such as CRM and research/analysis applications
- Synchronizing data between all systems to gain up-to-the-second insight into patient care in order to provide the highest possible levels of care and service
- Ensuring uninterrupted operation of systems and applications with failover capabilities on a 24x7x365 basis

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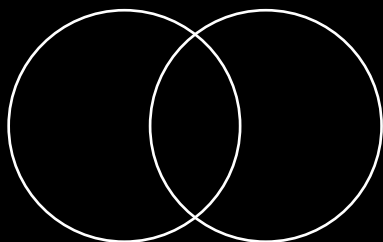
Making a Difference Worldwide

GoldenGate is a leader in Global Data Synchronization. The GoldenGate platform enables companies to capture, transform, move and migrate data in real time inside and outside the enterprise to support key business initiatives such as business continuity, data migration, application integration and business activity monitoring. More than 200 organizations rely on GoldenGate to run their businesses in financial services: VISA, Merrill Lynch; banking: Bank of America, Bank One; healthcare: Mayo Clinic, Legacy Health System, Montefiore Medical Center; and technology/communications: Comcast, AOL/Time Warner.

Synchronizing Data Across Diverse Enterprise Platforms

Databases

Oracle
DB2
Microsoft SQL Server
MYSQL
SQL / MP
SQL / MX
Enscribe
Informix
Sybase
TimesTen
Ingres
Teradata
All ODBC compatible databases



Operating Systems / Hardware

Windows NT / 2000 / XP
Linux
Sun Solaris
HP / UX
IBM AIX
HP Nonstop NSK
DEC VMS
IBM OS/390
SCO
Siemens
TRU64



Get In Sync

For more information about the GoldenGate Global Data Synchronization solution, please contact your local GoldenGate sales representative. Or visit us online at www.goldengate.com.

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