Enterprise Data Management

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Agenda Topics

- Welcome

- Purpose of EDM

- Why VITA selected IBM?

- How is the solution architected?

- How is EDM being used today?

- Questions

Purpose of Enterprise Data Management (EDM)

- **Purpose**
  - The Enterprise Data Management (EDM) platform was developed as a Commonwealth technology service that takes information about a person (individual) from different Agency data sources and matches and links the records that represent the same person.
  - EDM helps Agencies by:
    - Enabling data sharing across multiple Agencies, individual Agencies can benefit by using most reliable data
    - Delivering Enterprise data to COV Agencies for consumption
    - Utilize common Person data to help reduce Agency cost

  For example, if you have a driver's license and are a Medicaid beneficiary, and your person identifying information is a match between DMV and DMAS, your EDM 'entity' will contain two linked records.
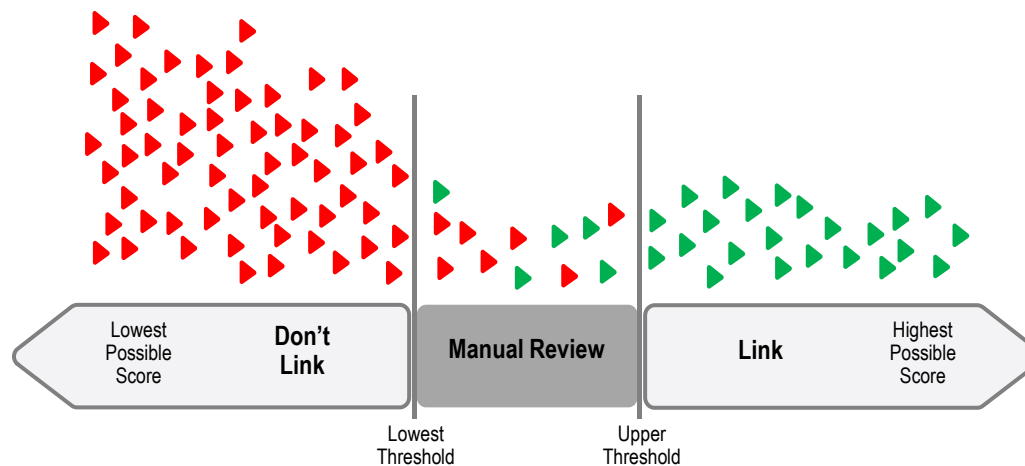
Enterprise Data Management (EDM)

- Provides a virtual view of person data (Golden Record) from existing systems

- Delivers tailored views whenever they are needed

Single trusted view of person allows an agency to see a customer's complete relationship with the Commonwealth (participating agencies) leading to better service, improved customer satisfaction and more informed decision making.

EDM – Creating the Golden Record

- Bases weights on actual data

- Determines how 'close'
two values are

- Looks for incorrectly used
and 'overloaded' columns

- Assigns thresholds for
clerical review

- 'Learns' from human input

- Enables data stewardship

- Recognizes equivalencies

Lowest Possible Score	Don't Link	Manual Review	Link	Highest Possible Score

Lowest Threshold Upper Threshold

Why VITA selected IBM?

- **Experience**
  - Focused on EDM
  - 200 plus customers over many different markets
- **Time to Value**
  - Quick implementation
- **Accuracy**
  - Scientific approach to EDM
  - Proven probabilistic algorithms
  - Matching tuned to our data
- **Performance/Scale**
  - Successfully deployed in high-volume environments
  - Search hundreds of millions of records in less than one second
  - Implementations from less than one million to billions of records
- **Non-invasive**
  - No modification to source data
  - Co-exist with existing systems

How is the solution architected?

- Registry model
- IBM Initiate Master Data Service
  - Person Hub
  - Organization Hub (Future)
- Probabilistic matching across agency "source" systems to establish linked sets of records
- Increased data integrity, enhanced data quality and reuse of data assets
- VITA Shared Services platform is built on the strongest, most secured, industry standard technology - nothing like it in the Commonwealth
- Technology developed in the health IT industry and designed to meet the highest levels of security and privacy available (HIPAA, SSA, PII, PHI)
- Security and privacy requirements are configurable, as needed, down to the data element level

How is EDM being used today?

- **Where are we with EDM?**
  - Funding was received for the EDM project, software procured, project staffing assigned and projects initiated and implemented.
  - EDM went into Production in 2013
  - DMV is our current data provider within Initiate.
- **EDM and New Customers**
  - EDM wants growth and new customers
  - Speaking to agencies about coming on board into EDM

Questions?

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