ENNU HubSpot Data Architecture Overview

Executive Summary | June 20, 2025

🎯 Architecture Strategy

ENNU's HubSpot implementation transforms 165 legacy database fields from Open Medical into a streamlined, cost-effective architecture using **7 standard HubSpot objects + 3 custom objects** while maintaining 100% data integrity and enabling advanced automation.

📊 Core Data Objects

Standard HubSpot Objects (7)

Object	Purpose	Key Data
Contacts	Patient Records	120+ custom fields, demographics, health metrics, financial data
Companies	Corporate Clients	Domain-based association, wellness programs
Deals	Program Enrollments	Revenue tracking, lifecycle management
Services	Treatment Catalog	WooCommerce sync, pricing, availability
Appointments	Medical Scheduling	In-person + telehealth, provider assignment
Tickets	Patient Support	Care coordination, SLA tracking
Products	E-commerce Items	Supplements, programs, subscription management

Custom Objects (3)

Object	Purpose	Justification
Measurement History	Time-series health data	Requires multiple records per patient over time
Telehealth Sessions	Virtual care compliance	Specialized regulatory and quality tracking
Listings	Clinic Locations	Multi-location scheduling and provider management

🔄 Data Flow Architecture

Primary Data Sources

- **OM Aggregation Database** → 165 fields, 16M+ records → **HubSpot Contacts**
- **WooCommerce** ↔ **HubSpot Deals/Products** (bidirectional sync)
- **Telehealth Platforms** → **Telehealth Sessions** (real-time)
- **Laboratory Systems** → **Measurement History** (scheduled)

Synchronization Strategy

- **Critical Data** (safety, appointments): Real-time (<5 seconds)
- **High Priority** (demographics, payments): Near real-time (<1 minute)
- **Medium Priority** (marketing, notes): Scheduled (5-15 minutes)
- **Low Priority** (historical, analytics): Batch (hourly/daily)

🏗️ Object Relationships

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CONTACTS (Patients)
├── DEALS (Program Enrollments)
├── APPOINTMENTS (Scheduling)
├── TICKETS (Support Cases)
├── MEASUREMENT HISTORY (Health Data)
├── TELEHEALTH SESSIONS (Virtual Care)
└── LISTINGS (Clinic Locations)
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Association Rules: - All objects can associate with Contacts (central patient record) - Some objects require Contact association for data integrity - Automated association creation based on business rules

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💰 Cost Optimization Results

Metric	Original Plan	Optimized Architecture	Savings
Custom Objects	12	3	75% reduction
HubSpot Tier	Enterprise ($3,200/mo)	Professional ($800/mo)	$2,400/mo
Implementation Cost	$400K+	$140-232K	40-60% savings
Data Preservation	100%	100%	No data loss

🎯 Key Benefits

Operational Excellence

- **Unified Patient View**: 360° patient data in single platform
- **Automated Workflows**: Appointment reminders, follow-ups, billing
- **Real-time Sync**: Instant data updates across all systems
- **Advanced Reporting**: Comprehensive analytics and KPIs

Clinical Quality

- **Complete Health History**: Time-series measurement tracking
- **Telehealth Compliance**: Full regulatory documentation
- **Provider Coordination**: Multi-location scheduling and assignment
- **Safety Monitoring**: Critical value alerts and emergency protocols

Business Growth

- **Marketing Automation**: Personalized patient journeys
- **E-commerce Integration**: Seamless program purchases and renewals
- **Scalable Architecture**: Supports growth without proportional cost increase

- **Competitive Advantage**: Technology parity with national players

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🚀 Implementation Timeline

12-Week Deployment: - **Weeks 1-3**: HubSpot setup and object configuration - **Weeks 4-6**: Data migration (165 fields, 16M+ records) - **Weeks 7-9**: System integrations and synchronization - **Weeks 10-12**: Testing, training, and go-live

Success Metrics: - 99.9% data migration accuracy - <30 second sync latency - 95% user adoption within 30 days - 300% ROI within 24 months

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