



# Enterprise Data Management

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Commonwealth Data Stewards Group Meeting  
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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?
- Costing
- 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.



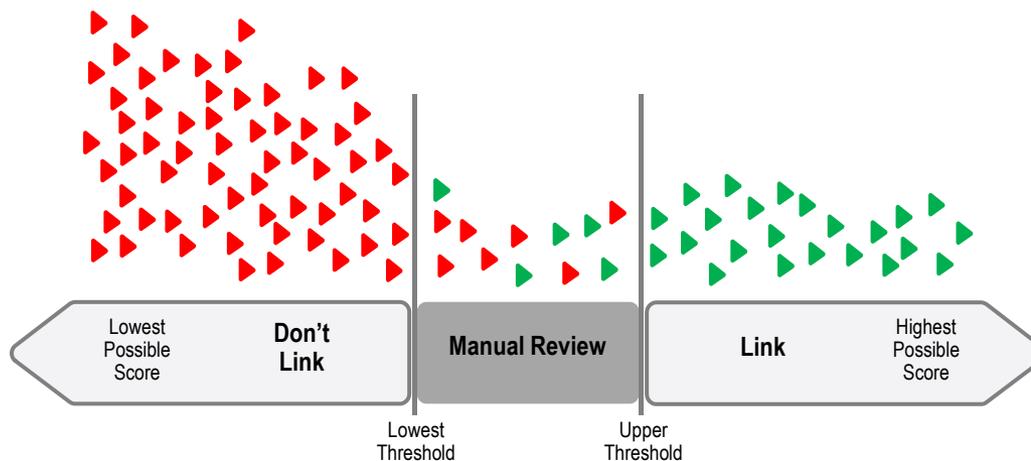
# Enterprise Data Management (EDM)

- 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





# 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?

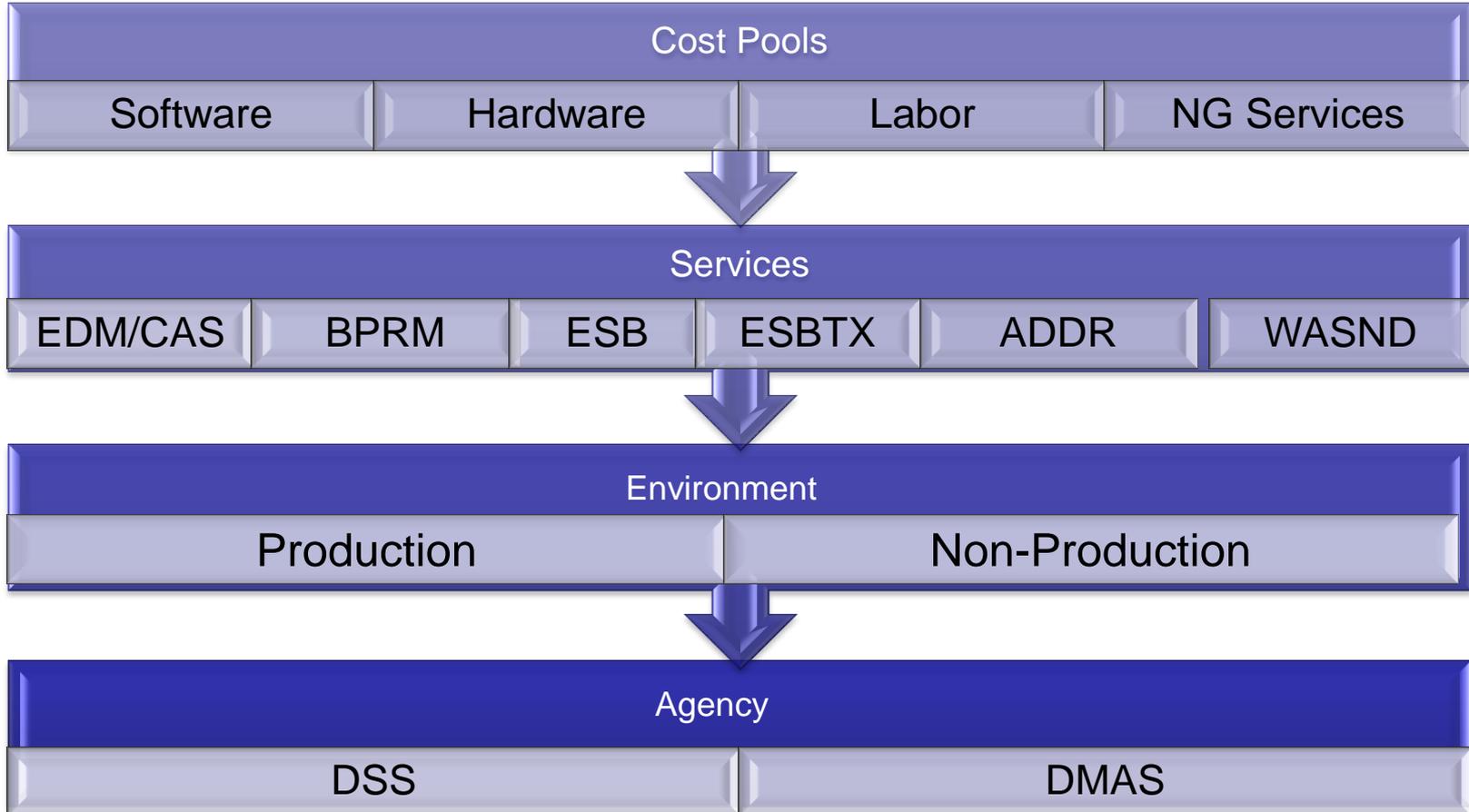
- Registry model
- IBM Initiate Master Data Service
  - Person Hub
  - Organization Hub (Future)
- Probabilistic matching across agency “source” systems to establish linked sets of records
- Increased data integrity, enhanced data quality and reuse of data assets
- VITA Shared Services platform **is** 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

# Costing Methodology





# Costing Methodology

## What About the Next EDM agency?

- VITA will analyze the costs for the new agency, create a new MOU and make necessary adjustments to current MOUs with DMAS/DSS by:
  - Folding the new agency into Cost Model
    - Identify utilization
    - Add any new direct costs
    - Develop final cost pools
    - Adjust cost allocations and percentages
    - Determine final customer cost allocations



# Questions?

