

## Data Marts & Data Warehouses

A data warehouse assembles selected business data centrally in one place and, with the aid of powerful tools, becomes a decision support system, extracting and analyzing data to make informed decisions.

Data marts arose from the recognition that often there is a need to focus on a department, a subset of a business entity, rather than on the entire business. In healthcare, for example, a data warehouse could include both clinical and financial data. Unlike clinical data, financial data have uniform definition and structure and, therefore, a financial data mart has universal appeal.

Data marts have a tight focus, an incremental development scheme and rapid deployment. With consistent formatting, data marts can even be linked together to form a distributed enterprise warehouse- a *bottom-up* approach to warehouse design.

### Quick ROI

Most IT projects in healthcare take years to yield results. Data marts can be up and running fast, yielding quick and perceptible returns to users.

## MediMart

### Data Mart in a Box™

#### Financial Data in Healthcare Transactions

MediMart is a healthcare financial data mart that focuses on data elements from claims and encounters submitted on HCFA-1500 and UB-92 forms, and optionally, pharmacy data.

#### Benefits of MediMart

- ◆ Integrates data from multiple sources to provide a complete picture, often referred to as a “longitudinal record” of a patient
- ◆ Offers multiple ways of viewing information and includes graphs, reports, spreadsheets, etc. It provides powerful analytical tools to slice and dice data in many ways
- ◆ Gives users control with little support from IS personnel

#### An Internet Ready Data Mart in a Box

- ◆ MediMart is a Data Mart in a Box, a plug’n’play data mart: an affordable, quick and easy way to get started with a data mart for many organizations.
- ◆ Users can access data and reports via the Internet
- ◆ Other features can be added to expand the scope of the data mart to include clinical information.

## Unraveling the mystery of healthcare purchases

What are employers buying when they pay an insurance premium for their employees? How can a provider network prove to an HMO, health plan or an employer that the care they are delivering is superior? These marketing questions are becoming important in differentiating one delivery system from another in an increasingly demanding managed care arena.

MediMart reports can help provider and payers measure the delivery of health care by using national benchmarks, peer group profiling and comparisons of severity adjusted data. Proving the high quality of care and showing how enrollees benefit are two ways in which the value of a healthcare purchase can be demonstrated.

## How MediMart can help healthcare organizations

MediMart provides answers to critical issues such as:

- ◆ **Operational Efficiency.** How much time does it take to input and process claims? How long does it take to pay providers?
- ◆ **Contract Management.** Are risk contracts fair? How do they compare with fee-for-service contracts? Is there adverse sampling?
- ◆ **Financial Management:** Do actual costs match allocated budgets? Which specialties and/or providers consume the most resources? Which patients utilize the system most? Do payments match the contracted amounts?
- ◆ **Treatment Efficiency.** How do treatments compare with national benchmarks? What are the episodic costs for treatment? How do hospital bed days compare with national data?
- ◆ **Utilization.** What percentage of treatments are obtained without pre-authorization? How fast are pre-authorizations approved? How much savings is generated from the utilization review program?
- **Trend Analysis.** How does your data compare with industry trends and benchmarks?

- **Contracts Query.** Ensures that claims have been repriced and paid according to contracts, catching shortages.
- **Sarbanes Oxley Requirements:** Historically healthcare organizations bill at their customary rate even when the discounted payments are much smaller and results in large and uncollectable receivables. Sarbanes Oxley regulations require that financial statements must be accurate and MediMart can assist by eliminating phantom receivables.

### Top Notch Support

Physmark has assembled a team of highly skilled professionals from nationally recognized healthcare consulting organizations to implement and install MediMart.

Physmark and its support team of consultants take special care in assessing each customer's individual needs. The goal is to customize MediMart to ensure optimal use by a client. Reports relevant to each user are identified, created and interpreted, while more sophisticated users are taught ad-hoc querying and report creation. Physmark will entertain custom requests from clients to enhance MediMart to include clinical data.

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