



**Tame the Chaos of  
Healthcare Data with Total  
Data Environment Visibility**



# Tame the **Chaos of Healthcare Data** with Total Data Environment Visibility



The importance of data collection, storage, and analytics in the healthcare industry cannot be exaggerated. When managed well, medical providers can leverage data to make more informed treatment decisions and drive better patient outcomes. Meanwhile, insurance companies can use data to identify and fix medical coding errors, establish medical premiums, manage their provider networks, and untangle new data environments after a merger or acquisition.

Of course, all of these possibilities are contingent on data being accurate, visible, and well-understood. The best way to ensure this is by **gaining complete visibility** of every corner of your data environment.

## The Increasingly Complex Healthcare Data Landscape

Today, a number of factors contribute to the growing complexity of data management for healthcare, including:

## An Accelerating Accumulation of Data

Approximately [30% of all the world's data](#) is being generated by the healthcare industry, and the compound annual growth rate (CAGR) of healthcare-related data is expected to reach 36% by 2025. In short, healthcare data is growing faster than the manufacturing, financial services, and media and entertainment industries.



## Rising Health Care Expenditure

According to the CDC, 90% of the [nation's annual healthcare expenditures](#) are for people with chronic and mental health conditions. Additionally, [U.S. healthcare expenditure](#) reached \$4.1 trillion, or \$12,530 per person, in 2020.

## Bigger Healthcare M&As

In today's rapidly evolving landscape, mergers and acquisitions (M&As) are commonplace. They are also getting larger – over 16% of the [49 healthcare M&As announced in 2021](#) were “mega mergers,” meaning the smaller partner had average annual revenues of at least \$1 billion.



## The Power of Revitalizing Your Healthcare Data Management

No matter how complex your data environment is, MANTA's data lineage platform reaches every corner to generate a comprehensive map of all data flows, sources, transformations, and dependencies. Here are just some of the ways you can conquer the complexity of healthcare data using data lineage:

### Ensure Accurate Medical Coding and Billing

While you may not be able to control which billing codes healthcare providers are inputting, seeing all of your data in one can help you determine whether

any were inputted incorrectly. This is particularly useful when it comes to Medicare and Medicaid claims. In fiscal year 2021, the Medicare FFS program and national Medicaid programs [issued \\$25.03 billion and \\$98.72 billion in improper payments](#), respectively.

## Conduct Risk Modeling and Root Cause Analysis

When you can use data to flag underlying issues and inform preventative care, you can help reduce costly ER visits driving up healthcare spending each year. In addition to saving you money, preventative care makes it easier for providers to treat patients and improves patient outcomes: a win-win for everyone.

## Make Informed Decisions About Premiums and Providers

Setting medical premiums depends on items like claim expenses and medical factor estimates. If the data you are using to set those premiums is inaccurate or incomplete, your decision-making process will be less reliable. You can also analyze your data to determine which doctors in your provider network are having the best results at the lowest cost.

## Understand Your New Data Environment After an M&A Deal

Integrating data environments after a merger or acquisition (M&A) can be overwhelming. If you are in the process of merging with or acquiring another healthcare insurer, you will need to map out the entire new data environment that you're integrating into your claims system. Fortunately, data lineage is designed to help you do just that.

Ready to get started? **Book your demo today at [getmanta.com](https://getmanta.com)**

