

# 2014 Awards of Excellence Honorable Mention



## Big Data Analytics

Scott Hannon, RealTime Medicare Data  
Helping hospitals unlock the hidden value of data

### Vertica

**High-level overview:** Using HP Vertica, RealTime Medicare Data has realized the following benefits:

- Give healthcare organizations unified access to unstructured and structured data
- Deliver data available from federal government, along with expert analysis and reporting
- Subscribers log in to customized reports delivering actionable business intelligence
- Platform scalability enables RTMD to expand offerings and regions served

**Company:** RealTime Medicare Data (RTMD), based in Birmingham, Ala., provides comprehensive, non-modeled, and timely Medicare claims data that allow hospitals, cardiology groups, pharmaceutical companies and other healthcare organizations to develop and support strategic business initiatives. RTMD has established a first-to-market expertise and working relationship with the U.S. government's Center for Medicare Services (CMS).

**Contact:** Scott Hannon, RTMD's Chief Information Officer, architected and implemented the company's HP Vertica solution.

**Business goals:** RTMD needed a data repository that could hold billions of Medicare claims records and other health related information. Since its inception in 2002, RTMD has been collecting, storing and analyzing over 600 million Medicare claims records annually for a total of 3.7 billion records to date. In addition to the data repository, RTMD needed high performance analytics capabilities and the ability to provide a web based analytics

and reporting service based on the claims stored in the data repository/warehouse. In addition, RTMD needed a system that could work to ensure a rigorous quality assurance process, allowing checks against standard coding practices such as the government's ICD-9 coding standards for medical diagnoses as well as standard checks for valid dates, coding values and other standard data cleansing procedures. Finally, RTMD needed a platform that would be easy to work with and easy to add custom algorithms, fields and records to the core Medicare claims records so that their customers could easily analyze data and make strategic decisions based on that analysis.

**HP Software products implemented:** HP Vertica Enterprise Edition. RTMD has deployed its HP Vertica-based solution as a private, cloud-based service. Subscribers log in to the system and can see reports automatically customized for their regions and interests. The cloud service is co-located using TekLinks. The web front end uses Microsoft SQL reporting services, and RTMD has created a custom ASP.net application around it to provide the reports that customers see as part of their subscription.

**Benefits:** RTMD can look at business intelligence in a comprehensive way across their full market. The reports RTMD generates measure real market share, identify risk and show potential opportunities as their customers work to build brand and patient loyalty. HP Vertica makes it simple for RTMD staff to respond to customer needs and reporting requirements, while maintaining excellent response times. As RTMD continues to add data for other states and regions, the platform will be able to grow effectively.



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