Customer data integration solutions
To support your business objectives

WebSphere software

IBM

Deliver enhanced sales and service opportunities by providing a foundation of unified customer data to all channels.

Customer data integration solutions

As a part of the IBM master data management (MDM) family of products, IBM WebSphere® Customer Center provides the strategic architecture that companies need to solve their enterprise customer management issues and realize the full benefit of their investments in customer relationship management (CRM).

Unlike existing stand-alone and back-office customer information files (CIFs), WebSphere Customer Center is a real-time service-oriented application that manages customer-centric business processes and transactions, while persisting "new" enterprise customer knowledge and processes, such as interaction history, event notifications, privacy and data entitlement rules, customer relationships (households), and customer-value profiles.

WebSphere Customer Center
Value Proposition

The healthcare market has evolved from a single provider-patient relationship to one in which the patient seeks care and advice from multiple providers and tries to become an active partner in their health management. This complexity often results in inefficiencies and redundancies that increase overall health costs and reduce overall quality of care, patient safety and the financial performance of healthcare providers.

The common impediment in achieving these goals is the lack of coordinated and consolidated patient and provider information across siloed healthcare delivery systems. Doctors, laboratories, hospitals, long-term care facilities, pharmacies and other healthcare channels each store isolated patient information that is not shared with other systems and providers. The inability to identify a patient and share both patient and provider information across point-of-treatment systems results in suboptimal health decisions and patient treatment. It also results in increased cost of care, unnecessary overhead costs associated with paper-based patient health records, compromised patient safety and suboptimal outcomes.

IBM WebSphere Customer Center helps solve those problems by managing the electronic patient record (EPR) across multiple healthcare channels and applications. The EPR maintains a longitudinal view of a patient through a unique patient ID that links patient data across disparate clinical, pharmacy, laboratory, nursing and other related healthcare delivery systems. It contains relevant patient identification, demographic, medical, and clinical summary and care plan data, as well as links to medical information sources for patient data. The patient data is accessible to authorized healthcare providers and directly to the patient (through electronic service or tele-health channels), enabling patients to participate directly in their quality of care. WebSphere Customer Center also manages provider and healthcare location information, as well as maintaining the relationships between all three (for example, relationship between patients and their physicians, the hospitals that the patients visited and so on). Patient data held within WebSphere Customer Center is accessible using Web services.

Those Web services can be integrated with your existing healthcare-delivery systems to empower you with better, more-consistent patient information. A consolidated electronic patient record provides many benefits, including improved outcomes, reduced healthcare service and administrative costs, and improved patient safety.

Improve patient safety
In 1993, almost 7400 Americans died from medication and other medical errors. WebSphere Customer Center helps eliminate these occurrences and improve patient safety by maintaining and sharing accurate patient information including medical allergies, prescriptions and other medical information. Maintaining a common patient record accessible to healthcare practitioners, pharmacists and other healthcare providers like your company can help reduce order-entry and order-fulfillment errors and improve the effectiveness of decision support systems.

Improve continuity of care

As patients become more empowered in their own healthcare, they are seeking treatment from multiple providers. As patients move between providers, continuity of care and healthcare outcomes are compromised as practitioners typically diagnose and prescribe treatment based on limited patient knowledge. That knowledge is typically limited to data collected at the point of encounter over a series of isolated encounters with the individual provider. WebSphere Customer Center improves healthcare decision-making by identifying a patient across multiple systems and sharing patient information across multiple providers, basing decisions on the full patient medical record, and therefore improves treatment outcomes.

Improve payments and billing

WebSphere Customer Center maintains all patient data, including healthcare payer relationships and coverage, and links to healthcare payer systems for additional coverage details. This helps enables you to understand the patient's coverage at the point of care to provide the appropriate treatment. In addition, WebSphere Customer Center maintains all demographic patient information (including patient relationships such as spousal relationships and households) to streamline the billing and collections process.

Help reduce healthcare service costs

Healthcare systems incur significant cost for incorrect and unnecessary treatments. Many of those costs could be avoided with access to better patient data. Sharing a consolidated electronic patient record that links patient medical and clinical data with all healthcare delivery systems can help improve healthcare decisions and eliminate avoidable costs. For example, a consolidated patient record would support drug-compliance cost reduction by tracking the patient ID across pharmacy and physician systems to link patient drug prescriptions and dispensing records. This can improve patient compliance and avoid subsequent physician visits, hospital stays and long-term care costs due to patient failure to get prescribed drugs.
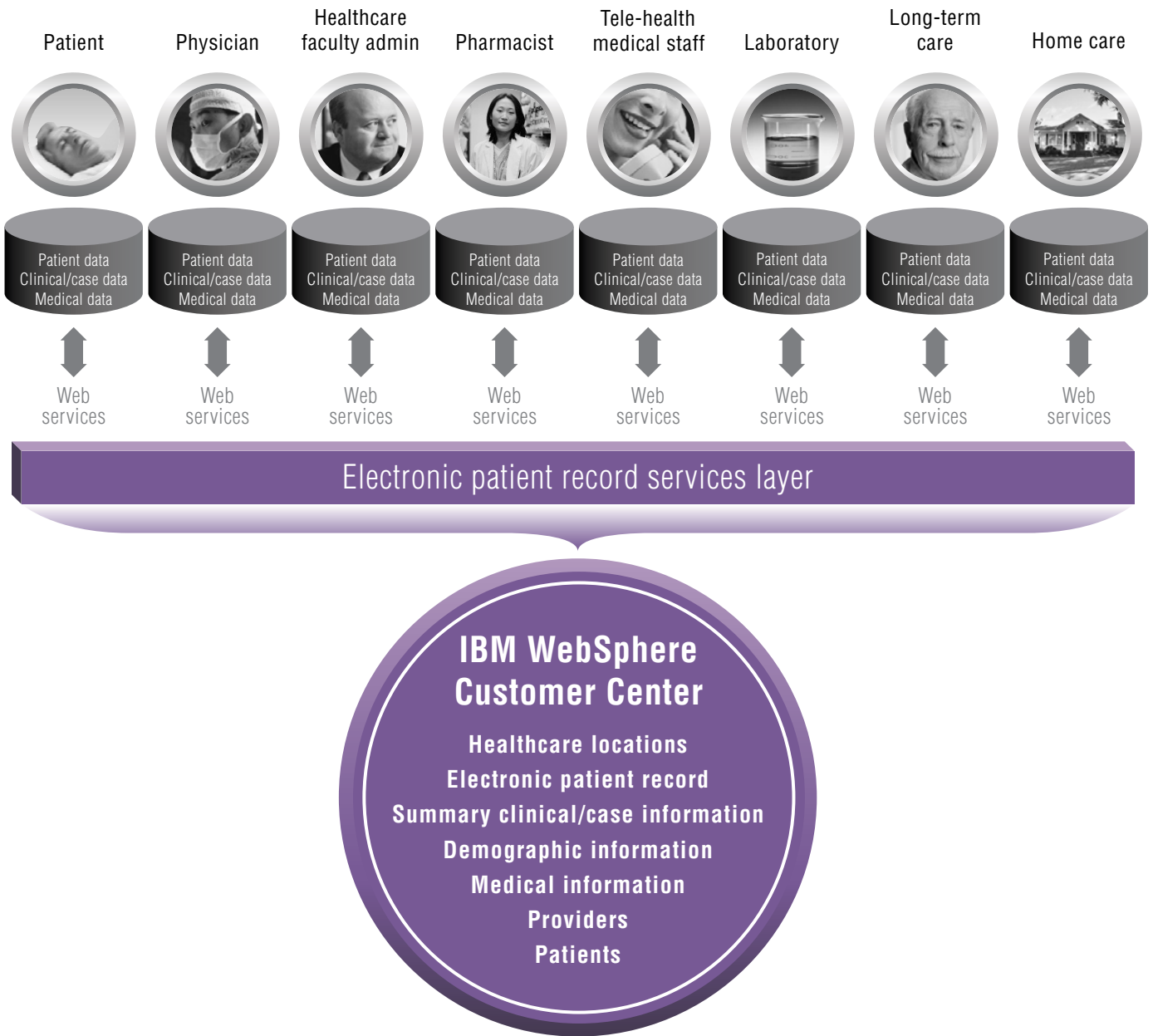
Increase flexibility and agility

The healthcare industry has undergone change, and the delivery methods for healthcare will continue to change. In order to support varied healthcare delivery options and future changes, you have to create a unique and persistent record of patients, providers and locations. The electronic patient record supports the delivery of healthcare through new channels, such as tele-health programs or Internet health delivery, while tracking patient interactions through those channels as part of the integrated patient record.

Achieve HIPAA compliance — privacy and security

You need to comply with the U.S. Health Insurance Portability and Accountability Act (HIPAA). Because HIPAA extends far beyond IT requirements to core business processes, strategies, policies and security measures, it provides the opportunity to reinvent operations and begin realizing longer-term savings and a positive return on investment (ROI). WebSphere Customer Center centrally manages patient and provider information and the rules governing access to it, as well as recording all changes to patient information and maintaining an audit trail of information access.

Enable decision-support systems

WebSphere Customer Center can improve healthcare decision-support systems by providing those systems with better patient data. This enables centralized decision-making and standardized rules and procedures, which can improve healthcare delivery efficiency and outcomes.

Patient	Physician	Healthcare faculty admin	Pharmacist	Tele-health medical staff	Laboratory	Long-term care	Home care

| Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data | Patient data Clinical/case data Medical data |

| Web services | Web services | Web services | Web services | Web services | Web services | Web services | Web services |

Electronic patient record services layer

IBM WebSphere Customer Center

Healthcare locations
Electronic patient record
Summary clinical/case information
Demographic information
Medical information
Providers
Patients

IBM WebSphere Customer Center software is the only CDI solution that focuses primarily on operational customer data transaction management.

WebSphere Customer Center is the only CDI solution that focuses primarily on operational customer data transaction management. WebSphere Customer Center is the recognized leader in CDI for the following reasons:

- *WebSphere Customer Center is a viable customer hub. It contains more than 500 business services out-of-the-box. These services manage both complex customer business processes and simple customer data inquiries and updates; this enables WebSphere Customer Center to be a business process hub for customer-centric transactions.*

- *WebSphere Customer Center contains actions (business services) that are both reactive and proactive. WebSphere Customer Center reacts to requests from applications and channels and responds with real-time, viable customer data. WebSphere Customer Center proactively identifies customer events and responds in real time, alerting other applications of the detected event.*

- *WebSphere Customer Center is an intelligent customer hub. It contains several preintegrated business logic components to manage business rules, event detection and management, privacy and security rules, data validation, and duplicate suspect processing. WebSphere Customer Center injects intelligence within operational transactions, including the ability to derive real-time customer insight and to manage customer events.*

- *WebSphere Customer Center is designed to be implemented within a service oriented architecture (SOA) and is a fully service-oriented application.*

- *WebSphere Customer Center contains sophisticated integration functionality and is neutral to all front-end CRM and back-office systems.*

- *WebSphere Customer Center is developed on leading technology (Java™ 2 Platform, Enterprise Edition [J2EE] Enterprise JavaBeans [EJB]).*

- *WebSphere Customer Center has proven implementations with some of the world's largest companies and is working with their various and multiple customer-facing and back-end systems.*

- *WebSphere Customer Center manages "new" enterprise customer data and business processes. This includes privacy profiles, customer preferences, cross-channel interaction history, customer relationships, value profiles, duplicate suspect processing and event notifications, among others.*

- *WebSphere Customer Center operationalizes customer insight and knowledge. It maintains marketing department customer insight, such as household data, customer-value scores, profitability indicators, propensity to churn and so on, and injects that insight into operational processes.*

For more information
To learn more about IBM WebSphere Customer Center Software, visit:

i**bm.com**/software/data/masterdata/launch.html

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