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+ MEDICARE®

Call Centre with Near Real-Time Insights

Cloud Analytics at Medicare

MEDICARE®

Medicare is a leading commercial health plan provider, with over 15 years' experience in the Portuguese market. Its mission is democratising access to the best conditions for healthcare and wellbeing, and it is a benchmark brand in the sector.

With a focus on offering the highest quality and best experience to customers and providing simple products and access, it currently has more than 1,750 partnerships with the best providers on the market.

Challenge

Medicare's business is made up of two essential aspects: its plans, and its network of providers. The project with Xpand IT was focused entirely on the service side of the business.

This component is divided into two areas: the call centre, where customers go find out more about health plans; and customer support, when Medicare is contacted when someone has a question or wants specific information.

As part of its daily operations, Medicare felt a need to be able to analyse contracts, approaches to service use and plans, among other things.

Medicare had the data on-prem and therefore, when decision-makers wanted to make a more refined analytical analysis, they found the information segmented, making it hard to correlate. In addition, GDPR regulations demand additional effort preparing each new use case that involves personal data.

Consequently, the following objectives were defined:

• Data unification, allowing a single view
• Migration from on-prem to cloud.

Approach

Medicare was already using the Microsoft stack and had some knowledge of Azure data analysis tools, but its use of the analytics component was not allowing it to get the best out of the tool.

Xpand IT conducted an assessment of the solution that made it possible to analyse the implementation that had already been carried out, identifying points for improvement, in particular the best implementation practices, as well as analysing existing know-how.

In this way, the implementation of the solution started from a solid base that identified needs and added value.

The solution

Medicare already had a cloud-based data analytics solution in Azure, which Xpand IT helped to improve and implement various best practices, enabling it to offer an integrated view of all information in a strategic and long-term manner.

Since the solution aims to be transversal to various models, which will be implemented gradually, various accelerators have been developed that make it possible to greatly reduce the complexity of the implementation, which will only be associated with business needs.

Frameworks were developed for ingesting and processing data, taking advantage of Azure Synapse, which in addition to processing data, facilitates technical and functional monitoring mechanisms with notifications. In parallel, a DevOps model was established to enable and systematise the evolution of data products between environments.

The main model implemented was the call centre support model, via which supervisors and operators can now access near-real-time dashboards implemented in Power BI.

This solution makes it possible to obtain richer analyses, correlating several types of information more quickly, allowing faster action to be taken and making the call centre more effective.

Technology

Power BI

Power BI makes it possible to transform unrelated data into coherent, visually engaging, interactive dashboards and reports, and to create a data-driven organisational culture with Business Intelligence. Organisations can easily connect to data sources, visualise and discover what is important, and share data with other departments, so that anyone in the organisation can make decisions with confidence through up-to-the-minute analyses.

Azure Synapse

Azure Synapse Analytics is a business analysis service that speeds up the time it takes to obtain information from data warehouses and macrodata systems. It brings together the best of SQL technologies used in enterprise data warehousing, Apache Spark technologies for macro data and Azure Data Explorer for analysing time series and records.

Azure DevOps

Azure DevOps is a DevOps platform that provides a set of tools and services that facilitate the entire software development cycle. It offers resources for planning, development, testing and deployment. It includes version control, Agile planning and CI/CD, enabling teams to collaborate effectively and deliver high-quality software efficiently.

Benefits

- Power BI's analytical layer, with the introduction of best practices, has benefited data analysis by introducing new KPIs that were not being analysed previously. It has also improved monitoring through the architecture developed, which **allows real-time conclusions to be drawn, as well as through a dashboard for ad-hoc analysis**, providing a preventative overview rather than a reactive one.

- Ease of adding new sources and models to be consumed through a framework created that systematises processes and allows the Data Warehouse to be populated with new data sources and themes, **making the development team more agile, reducing human error and automating processes**. It also makes it possible to consume and transform data in periods of <20 minutes, making it possible to improve processes, such as retention, and to act on data more immediately.

- **Greater control over data and unification of data sources in a single data warehouse**, allowing data to be worked on in a structured way and without data silos, to offer a single query for the whole company. This creates a data governance strategy and makes it easier to meet GDPR requirements.

The quality of data and its analysis is one of the main foundations of business success, and Xpand IT has helped us to build the path forward with greater precision. We now have greater control over our data, unified in a single data warehouse, which has allowed the team to carry out richer analyses, becoming more agile and reducing human error.

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