

Healthy Alliance creates 360-degree person-centric views with Senzing Entity Resolution

CHALLENGE: 150+ data sources made record matching extremely complex



With more than 150 primary sources of data coming from a variety of organizations in a myriad of formats, Healthy Alliance – a Troy, NY based organization with a charter to improve the health of the underserved – struggled with resolving records from all these sources to get a complete, reliable view of community members. Healthy Alliance chose Senzing® [entity resolution software](#) to match and link millions of records and create 360-degree views of individuals.

“In order to get a 360-degree person-centric view of those we serve, we had to tie each person’s data together from a lot of different data sources.”

Healthy Alliance’s network brings together organizations, big and small, to coordinate and collaborate so that all communities have reliable access to the resources they need to improve health.

The organization wanted to better understand an individual’s social care needs, the connections made to services to resolve those needs, the services provided to the individual across multiple providers within the network, and the outcomes of those interventions. This would require matching and linking data from hundreds of partner organizations.

Healthy Alliance needed to either [build a system in-house](#) or find a commercial entity resolution solution to tackle this challenge.

150+ DATA SOURCES

580+ NETWORK PARTNERS

25 NEW YORK STATE COUNTIES SERVED

“Initially we created our own homegrown matching logic and tried some open-source entity resolution options, but quickly realized we needed to do something better.”

SOLUTION: Senzing entity resolution enabled a complete person-centric view

Healthy Alliance is using the Senzing entity resolution API to quickly resolve data from many varied sources and create a complete, entity-centric view of community members. With Senzing, Healthy Alliance can now roll-up data for an individual to analyze complete human-centered social needs and the engagement process lifecycle.

Healthy Alliance now relies on Senzing for:

Accurate 360-degree person-centric views of everyone they serve

Immediate resolution of data in real time as new data is received

Onboard new data sources in minutes with minimal data preparation

Healthy Alliance is building a data factory that combines data from more than 150 sources. Before choosing Senzing, Healthy Alliance quickly conducted their own proof of concept testing to evaluate the software's accuracy, performance, and scalability, and to see how easy it would be for them to add new data sources as they grew.

The organization selected Senzing entity resolution to create a master person index (MPI) using key demographic data to identify and resolve health care and other records. The Senzing API plugs into Healthy Alliance's environment as a service and matches and links records as they are received.

“With Senzing, we can add and analyze a new data source in about 5 minutes.”

Healthy Alliance's solution is fully in the cloud, taking advantage of multi-tenant, scalable Amazon Web Services (AWS) as well as Microsoft Azure. Using AWS provides the ability to quickly scale Senzing processing up or down as needed for the most cost-efficient operations.

RESULTS: Improving health and reducing costs of care with Senzing

Healthy Alliance believes that providing better access to health and social services – ranging from stable housing, healthy food, benefits navigation, clothing and household goods, transportation, and more – will improve the health of community members and reduce the total cost of care.

Senzing entity resolution software is a key piece of technology powering Healthy Alliance's ability to effectively coordinate services for its community, using data constantly coming from a large and growing number of health care, social services, and other diverse data sources.

“We liked the accuracy and ease of integration of Senzing, and how fast it was to get it up and running in our own environment.”

Senzing software allowed Healthy Alliance to quickly add the most advanced data matching capabilities to their data fabric – with no experts required – resulting in higher quality decisions and outcomes.

“The Senzing support team is extremely helpful and responds quickly whenever needed.”