

MatchSoft™ Case Study

Increasingly, many organisations are struggling to gain business value from the large quantities of data held within their organisations. This can be due to many reasons, but one particular and increasingly evident factor in the overall problem, across all industries, is the actual quality of the data being held in databases. This can take the form of repositories of inaccurate, outdated and almost without exception, duplicate data, which many organisations have great difficulty in dealing with.

The consequences of this are such that organisations invariably are unable to identify with sufficient accuracy, who their customers are, how up to date the information about them is, or even how up to date their product information is. Of equal concern is the fact that organisations are undoubtedly spending valuable cash resources on maintaining redundant data, all of which lead to massive business inefficiencies which in turn causes organisations to become significantly less competitive.

The Requirement

It was this issue that lead a **major healthcare organisation** in the Republic of Ireland to approach Foyle Technologies with regard to a specific problem relating to the identification of duplicate records within their large medical database. A solution was required whereby this organisation could quickly and with a very high degree of accuracy, analyse, identify and isolate duplicate customer records.

The Solution

Foyle Technologies, in partnership with IT industry giant HP, were successfully able to demonstrate how this healthcare provider could make significant cost savings of nearly **1 million euro every year** by helping them identify these data duplications within their medical record database.

How was this achieved?

The major success factor in this project was the application of Foyle Technologies' intelligent data matching product **MatchSoft™** which was used to identify and strip out duplicated medical records as well as providing the means to present the results in a useable way that can benefit all of the ROI Health Boards.

*"The ability of **MatchSoft™** to easily collaborate with the existing incumbent open solutions was a significant factor in the success of the project. The Health Authority staff could tune the matching criteria to achieve optimum results and a substantial cost saving benefit."*

*Terry Kavanagh, MD **Foyle Technologies***

MatchSoft™ has been successfully employed by this major healthcare organisation to quantify the extent that patient records were duplicated in a 1 million plus record database, and to generate the output to support the elimination of these duplicate records.

Within a short, but demanding, **5 day** time frame Foyle Technologies data matching consultants delivered:

- The installation of the **MatchSoft™** product
- The loading of the client's database
- Data analysis and matching rule configuration
- Preliminary output analysis and verification
- Matching rule base fine tuned
- Final output generation and interpretation to create useable reports

The Result

The result of this was that **MatchSoft™** was able to identify **8000 high probability duplicate** records with a **95% accuracy rate**.

In addition to the identification of existing duplicates, Foyle Technologies were also able to analyse the data relating to these duplicates and determine the date upon which a duplicate was created. Consequently, Foyle Technologies were able to discern the number of duplicates that were created over the past three years.

The successful deployment of our data matching technologies not only confirmed our client's concern about the existence of

duplicate records, but also highlighted that the problem was increasing at an alarming rate.

As a result of the success of the Foyle Technologies solution implemented, there are immediate, clear and tangible business and cost benefits to be gained. Moreover, this first step has provided this organisation with the foundation stone and the means to continue their on-going pursuit for data quality, cost reductions and ultimately improved customer service.

About MatchSoft™

MatchSoft™ can be implemented in a number of ways. Our data matching consultants can visit a company's premises and work with their technical staff to load, configure and run the **MatchSoft™** application within their own technical environment. Or, Foyle Technologies can accept your data in various formats and implement the data matching routines within our own secure environment.

Either way, the benefits of getting to understand the quality of data within your organisation cannot be underestimated. The ability to gain access to accurate and up-to-date information is imperative in order to succeed in today's business climate.

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