

INDUSTRY MODEL: INSURANCE

Profisee's Insurance industry model provides the starting point for insurance companies looking to deliver a world-class master data management solution.

This solution provides a foundation that allows insurance organizations to quickly tackle complex requirements and deliver business value. It facilitates the improvement of quality of information by leveraging industry specific ACORD data models around common master data and reference data.

Key Features



End-to-End Solution

Comprehensive insurance MDM solution

ACORD compatible*



Fixed Price

Single investment

No variable record volume costs



Self-Sufficiency

Extended project documentation

Skills transfer



MDM Expertise

Complete turnkey services

Established best-practice business processes

Full-Featured Insurance Model:

The insurance model contains nearly 200 entities, such as party(Person and Organization), Producer, Policy, as well as 1000 attributes, such as NAIC Codes, SIC codes, and Rider (Types, SubTypes, Categories). Relationship hierarchies, attribute groupings, security roles, and personalized workspaces provide optimal efficiency and productivity for data stewards from the start.

Insurance Use Cases:

A "Single View" of Client: Merge physical records from multiple sources, match records with Profisee's Golden Record Management, and automatically master golden records with automated survivorship strategies to deliver the best view of clients and organizations.

A "Single View" of Policy: (Medicaid or other policy information) Merge state-based systems, create golden records for persons moving across states, losing coverage, and/or re-gaining eligibility.

Easy Data Steward Actions: Cleanse patient and physician records to reduce processing and duplicate care costs. Use derived hierarchies to quickly navigate Rider features across policy products in an effort to judge risk or potential marketing opportunities.