Data management, analytics, and BI set a foundation for rapid growth for behavioral health provider

Client
A leading national provider of behavioral health services

Featured Partners

snowflake

Microsoft

Profisee

Google Cloud

salesforce

Marlabs partnered with a fast-growing behavioral health provider to modernize its data strategy and empower business growth. The organization had outgrown its spreadsheet-based reporting methods and faced increasing pressure to improve performance visibility and optimize funding. To support strategic expansion, the client needed a comprehensive data infrastructure, a clear analytics roadmap, and scalable business intelligence tools.

Marlabs assessed the client's data maturity, developed a long-term roadmap, and deployed centralized systems that transformed data into a strategic asset. This collaboration enabled better decision-making, improved funding optimization, and a foundation for scalable growth through master data management (MDM).

Data Strategy

Business Intelligence

Master Data Management (MDM)

Cloud Engineering

The Challenge: Building a foundation for data-driven growth

Objective: Establish a scalable, modern data infrastructure that enables better performance tracking and operational efficiency.

Existing Issues: Reporting was fragmented across spreadsheets and systems, limiting visibility and hampering growth.

Solution Needed: An enterprise data strategy, roadmap, and unified master platform to centralize data and enable strategic analytics.

Outcome: The client gained long-term data capabilities that support trustworthy data, smarter growth, funding optimization, and better care delivery.

The behavioral health provider needed to evolve beyond disconnected spreadsheets. We implemented master data management (MDM) and advanced analytics to support its rapid expansion, complex reporting needs, and critical funding decisions.

The Solution: Modernizing analytics for long-term scalability

Marlabs led a comprehensive solution to assess, plan, and implement a modern data environment. By aligning business goals with technical execution, Marlabs enabled the client to better leverage its data for both immediate performance insights and future scalability. The phased approach ensured lasting impact, trustworthy data, and alignment with evolving needs.

Phase 1: Strategy & Maturity Assessment

The team evaluated current data capabilities and aligned them with long-term organizational goals.

Workstreams:

- Data maturity evaluation
- Gap analysis
- Strategic roadmap creation
- Executive alignment sessions

Phase 2: Foundation & Enablement

Marlabs built a strong data infrastructure through master data management (MDM) to centralize information and improve access.

Workstreams:

- Cloud data platform deployment
- Data integration architecture
- Master data management (MDM) planning
- Security and governance framework

Phase 3: Analytics & Optimization

The team empowered stakeholders with tools to track KPIs, optimize funding, and drive insights.

Workstreams:

- BI reporting enablement
- KPI definition & dashboards
- Funding performance analysis
- Stakeholder training & adoption

Services and Technologies Used:

Services:

- Data
- Data Strategy
- Data Management
- Data Governance
- Data Warehousing
- Data Migration
- Master Data Management (MDM)
- Business Intelligence (BI)
- Advanced Analytics
- DevOps

Technologies:

- Microsoft Data Fabric
- Salesforce
- Google Cloud
- Profisee
- Snowflake

The Results: Impact on the client organization

Marlabs delivered a scalable, cloud-based data ecosystem that aligned with the behavioral health provider's growth trajectory. The client now has a centralized platform with best practices in master data management (MDM) that drives insight, optimizes funding, and informs strategic decisions. Through better performance visibility and stakeholder empowerment, the organization is prepared to scale while continuing to deliver quality care.

Centralized Data Governance: A unified master platform replaced spreadsheets and disconnected systems to improve data accessibility and consistency.

Improved Reporting Efficiency: Automating reporting processes reduced manual effort and enabled faster insights.

Enhanced KPI Visibility: Stakeholders can now monitor critical KPIs through custom dashboards and real-time analytics.

Strategic Decision-Making: Leadership gained the ability to make data-informed choices that support organizational growth.

Optimized Funding Utilization: Data insights helped maximize the efficiency of funding allocation and reimbursement.

Scalable Infrastructure: The solution established a future-ready foundation that supports continued expansion and innovation.