

See Market Dynamics in Unprecedented Clarity and Detail

Wayfinder DataSync unifies internal and external data with advanced Patient Mastering to uncover referral patterns, leakage, and payer dynamics with exceptional reliability.

Healthcare systems often see only fragments of their true market. Internal billing data captures activity inside the walls but not what happens after patients leave. External claims provide broader context but don't always reflect a system's own patients with accuracy.

Wayfinder DataSync harmonizes a health system's internal data with Kythera's multi-source external data, applying advanced Patient Mastering to create a single, reliable view of patient journeys, payer behavior, and market dynamics. The result is a more trustworthy foundation for referral alignment, growth planning, and competitive strategy.

Why DataSync Is Different

Harmonization only works if the records being connected are accurate. Without that, duplication and patient drop-off distort leakage, referral, and coverage analysis. Wayfinder DataSync addresses this complexity through Patient Mastering by consolidating records, resolving duplicates, and aligning identifiers into a consistent, reliable picture of care delivered inside and outside your network. This approach achieves that by:

- Cleaning and normalizing raw source data
- Creating cross-field features (e.g., ZIP + DOB + NPI overlaps)
- Applying machine learning for probabilistic matching
- Using blocking logic to resolve near-duplicates at scale
- Maintaining governance as new data arrives

Where tokenization alone can often result in duplicates, drop-off, and distorted metrics, DataSync's Patient Mastering preserves complete patient journeys, providing leaders with a more reliable and detailed foundation for accurate analysis and strategic planning.

Features & Benefits

Privacy-Preserving De-Identification



Protects PHI while enabling secure record matching across multiple sources.

Patient Mastering



Consolidates records, resolves duplicates, and aligns identifiers to preserve full patient journeys, ensuring accuracy, reliability, and confidence in downstream analysis.

Data Harmonization



Integrates internal and external data into a single, unified view of patient activity and market dynamics for a more detailed and reliable foundation for planning and growth.

Built on Kythera's Wayfinder Technology



Delivers scalability, governance, and performance through Kythera's advanced data technology on Databricks' secure, cloud-native infrastructure.

Shared Market View



Unifies internal and external data into a single, trusted foundation, giving Strategy, Finance, and Population Health teams a clearer, more consistent view of the market.

What DataSync's Harmonized View Makes Possible

- **Pinpoint Market Gaps** – Quantify unmet demand and capture new patient volume.
- **Understand Referral Dynamics** – Uncover out-of-network leakage and identify top referral opportunities.
- **Evaluate Payer Performance** – Compare reimbursement patterns to highlight margin opportunities.
- **Track Competitive Activity** – Monitor shifts in share, service mix, and utilization to stay ahead of competitors.
- **Accelerate Strategic Decisions** – Move faster by reducing reliance on incomplete data and lengthy prep cycles.

The Market View Strategy Leaders Have Been Missing

Wayfinder DataSync gives health systems the ability to see patient activity clearly across their own network and beyond. By harmonizing data and preserving complete patient journeys, DataSync provides leaders with a market view they can trust to guide growth, strengthen retention, and compete more effectively.



Kythera Labs is a data and technology company that enables organizations to rapidly ingest, de-identify, standardize, and analyze healthcare data with scale and speed using the Wayfinder technology platform, pre-configured data pipelines, data science toolkits, and remastered data sets for competitive advantages across markets.



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