

## DynaTech Helped a **Leading Healthcare** Association **Achieve 98%** Data Accuracy with a Centralized **MDM Solution**

### About the Company

A national healthcare association supporting critical-care nurses through education, certification, and professional development programs. The organization manages membership, education, and product data across multiple systems for over 1,000 employees and a large nationwide member base.

### Industry

Associations & Memberships

Workforce **1,000+**

**Presence:** United States

### Service



Master Data Management (MDM)



Microsoft Fabric



Power BI



SQL Data Integration



Data Governance



Data Quality Frameworks



## Solution

### Centralized MDM Platform

Implemented a unified Master Data Management solution built on Microsoft Fabric to consolidate and standardize member, customer, and product data across multiple systems, including Netforum and Minipeak.

01

### Automated Data Integration

Developed data pipelines to ingest, cleanse, and synchronize master data from various source systems in real time, eliminating duplication and inconsistency.

02

### Data Quality & Golden Record Creation

Applied advanced data profiling, rule-based cleansing, and machine learning-based fuzzy matching algorithms to generate trusted golden records and ensure data consistency.

03

### Governance & Workflow Automation

Enabled role-based data stewardship, automated approval workflows, and comprehensive audit trails to ensure compliance and accountability.

04

### Reporting & Monitoring Dashboards

Deployed Power BI dashboards to track data quality KPIs, duplication rates, and data stewardship performance, empowering business teams with accurate insights.

05

## Results and Outcomes

- Achieved 98% data accuracy across membership and product entities.
- Reduced duplicate records by 75%, significantly improving operational efficiency.
- Cut manual reconciliation time by 50% through automated validation and standardization.
- Reduced data maintenance costs by 30% via centralized data governance and automation.
- Improved reporting reliability across Netforum, Minipeak, and analytics platforms.
- Enhanced user trust and collaboration with a single, governed source of truth.
- Strengthened governance culture through clearly defined ownership, workflows, and audit mechanisms.