

HONEYSUCKLE HEALTH BUILDS POWERFUL CLOUD INFRASTRUCTURE WITH SNOWFLAKE

COMPANY	Honeysuckle Health	GOALS	Employ a cloud infrastructure to deliver tailored healthcare programs
LOCATION	Newcastle, Australia		
INDUSTRY	Healthcare	WEBSITE	honeysucklehealth.com.au
EMPLOYEES	20		

SNOWFLAKE BENEFITS

- Storage and compute resources that scale to meet increasing demands
- Completion of greenfield deployment in just one month
- High performance that improves staff productivity

Launched in January 2020, Honeysuckle Health is a joint venture between health insurance company nib Group and health services company Cigna. Honeysuckle uses data analytics to understand patient health risks and deliver tailored healthcare programs. The company aims to partner with other healthcare insurers and providers, using data science to improve outcomes for patients across Australia.

THE CHALLENGE: Choosing an infrastructure that securely and efficiently handles patient records

As a technology greenfield company, Honeysuckle wanted to follow a lean startup approach, and a critical part was adopting a “cloud-only” IT infrastructure. According to Honeysuckle’s Head of Technology, James Weakley, “We started with a blank technology state. We wanted to leverage platforms that could get us to market as quickly as possible. We also wanted elements that would enable us to experiment and achieve incremental improvement over time.”

One of the most important IT components was a data warehouse. The company works with population-scale data sets comprising hundreds of millions of records, so efficiently and securely handling this data was paramount.

THE SOLUTION: A cloud data platform for scalable security insights

In a previous role, Weakley undertook a comparative review of many data warehouse offerings and was aware of the capabilities of Snowflake’s cloud data platform. “Our shareholder and foundation client, nib, has Snowflake as a part of their technology roadmap, so selecting Snowflake made sense for us,” Weakley says.

Snowflake was the only cloud data platform that could provide the data sharing capability Honeysuckle needed. It also offered features such as high concurrency, scalability, and strong support for semi-structured data. Once Honeysuckle decided to deploy Snowflake, the platform was up and running within a month.

“Snowflake allows us to focus on business value and operate as a lean startup, which is the most important attribute of our success. It underpins our entire operations and is a key platform that’s fundamental to everything we do.”

—JAMES WEAKLEY, Head of Technology, Honeysuckle Health

THE RESULT: One platform for secure data sharing, a data lake, and reporting

Honeysuckle quickly put Snowflake to work. Large data sets from nib and other sources were migrated into the data warehouse component of Snowflake, where the analytics team extracts insights and creates reports. “After three months, we had established sophisticated business-to-business data sharing with our foundation client. This allows secure transfer of sensitive data without configuring and managing separate interfaces. We’re now using Snowflake for data transformation, for visualization with Tableau, and as a feature repository for data science. We also use Snowflake as our security data lake. Therefore, we don’t have to deploy a separate SIEM platform,” says Weakley.

Snowflake’s concurrency capabilities deliver significant benefits. According to Weakley, “We have many workloads and a core data transformation process that takes raw nib data and converts it to other useful data models.”

The company’s reporting activities are performing very well. Linking Snowflake to Tableau allows staff to generate reports that illuminate the performance of Honeysuckle’s growing number of patient health programs.

THE FUTURE: Supporting future growth and expanding health programs

Snowflake’s scalability means Honeysuckle can store historical data so that clinical staff can see medical histories of patients who have opted to participate in health programs, providing information relevant to their ongoing care. “We plan to expand the health programs we offer. Using Snowflake, we’ll be able to identify the most likely candidates for an intervention. If they accept the invitation for assistance, a team can then create a personalized healthcare plan,” Weakley says.

Honeysuckle expects strong growth during the next few years as client and patient numbers grow. According to Weakley, “With Snowflake, I’m confident we have a cloud data platform that can support our growth well into the future.”

WHY SNOWFLAKE



Cloud data platform supports current needs and future growth



Snowflake Secure Data Sharing securely transfers sensitive data



Data sets with millions of records are efficiently and securely handled



High concurrency, scalability, and semi-structured data support handle many workloads



Tight integration with Tableau enables reports and visualization



As a security data lake, Snowflake prevents the need for a separate SIEM platform

ABOUT SNOWFLAKE

Snowflake shatters barriers that prevent organizations from unleashing the true value from their data. Thousands of customers around the world mobilize their data with Snowflake’s cloud data platform. Snowflake provides near-unlimited scale, concurrency, and performance while spanning multiple clouds and geographies. Our cloud data platform also drives the Data Cloud—the global ecosystem where thousands of organizations have seamless and governed access to unlock the potential of data. Learn more at snowflake.com