

SENTA Accelerates Healthcare Data Access 10X With Boomi Data Integration, Snowflake, and Sigma

A leading healthcare network cut M&A data integration time by 200%, empowered 10X more users with self-service analytics, and saved on consulting costs by bringing data operations in-house with Boomi.

“Boomi Data Integration is key. It effortlessly moves data from any source into Snowflake, enabling our team to deliver timely insights and accelerate M&A integration.”

Dean Demerritt
Data Analytics and Engineering Manager, SENTA

Business goals

Southern Ear, Nose, Throat, and Allergy Physicians (SENTA), a Shore Capital Partners portfolio company, is a leading healthcare network. The Atlanta-based business, ranked as one of the fastest-growing companies in the U.S., needed to scale more efficiently by improving data access and operational insights across its growing community. As new partner practices joined, SENTA had to consolidate diverse EMR systems and operational data into a centralized analytics platform. It was a massive amount of data work.

Accelerating mergers and acquisitions (M&A) data integration was a priority to maximize value delivered to physicians. SENTA also needed to democratize data access, enabling stakeholders to answer critical questions independently and reduce reliance on a small, outsourced data team. This required timely and accurate data, while controlling costs by bringing data management capabilities in-house.

Technology challenges

Operating at scale is the name of the game for SENTA. However, it faced significant challenges, including slow, manual data processes and fragmented systems across the business, which prevented separate practices from working more cohesively. These included:

- Reliance on third-party vendors managing outdated on-premises tools slowed data integration and report delivery
- A small internal team struggled to meet 50+ weekly data requests, resulting in delays and stakeholder frustration
- The lack of direct access to data made stakeholders hesitant to trust analytics
- Complex, siloed electronic medical record (EMR) systems across healthcare practices complicated data consolidation, prolonging M&A integration from two to four weeks
- Inefficient workflows led to costly external consulting and limited scalability

These issues hindered SENTA's ability to deliver timely insights and limited data democratization across the expanding organization.

How Boomi helped

SENTA deployed the dream team of Boomi Data Integration, Snowflake, and Sigma to modernize and centralize its data infrastructure. The impact was immediate.

- **Boomi** enabled seamless ingestion from diverse EMR systems, CSVs, SFTP, and Amazon S3, supporting all data sources incrementally
- **Snowflake** provided scalable cloud storage and computing power for consolidated data
- **Sigma** empowered business users with self-service analytics, eliminating the dependence on SQL code or analysts

This unified approach helped SENTA's lean internal data team accelerate pipeline development, streamline M&A data integration to one week, and democratize data access to over 100 users. Stakeholders across finance, operations, and executive leadership gained immediate insights with minimal technical barriers.

Results & business outcomes

With Boomi Data Integration, Snowflake, and Sigma, SENTA achieved:

- A 10X increase in users accessing self-service analytics without analyst intervention
- Acceleration of M&A data integration by 200%, reducing onboarding from weeks to one week
- Significant cost savings by transitioning away from expensive external consulting
- Enhanced data transparency and stakeholder engagement through regular executive data meetings
- Improved decision-making agility and operational efficiency across healthcare practices

These results transformed SENTA's data culture, enabling faster, more reliable insights and supporting scalable growth across its healthcare network.

CUSTOMER SPOTLIGHT

Industry & Market	Healthcare (ENT & Allergy Physician Network & Practice Management)
Headquarters	Sandy Springs, Georgia
Employees	250+
Key Integrations	<ul style="list-style-type: none">• Diverse EMR systems, CSV/SFTP files, Amazon S3 data dumps• Consolidated M&A data pipelines into Snowflake• Self-service BI with Sigma, enabling broad stakeholder access



Boomi Data Integration, Snowflake, and Sigma empowered our stakeholders to explore data independently, breaking down barriers and fostering a culture of collective data ownership."

Dean Demerritt
Data Analytics and Engineering
Manager, SENTA

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