verato

Crawl, Walk, Run

3 Easy Ways to Solve Patient Matching at Your Organization

Crawl
VERATO DIAGNOSE

When to Crawl
You have a patient matching solution and want insight into its current state

How to Crawl
Use Verato DIAGNOSE to learn how many duplicates your existing patient matching solution has missed

Crawl Case Study
A small, county-wide HIE using a home-grown patient matching solution thought that due to its small patient population, small geography, and highly tuned algorithms it should have a very low duplicate rate. But the HIE wanted to double-check. **Verato DIAGNOSE processed 675,000+ records and discovered that 15% of the HIE's existing unique MPI IDs were involved in duplicates.**

Walk
VERATO AUTO-STEWARD

When to Walk
You have a patient matching solution and want to resolve its toughest matches

How to Walk
Use Verato AUTO-STEWARD to resolve 50-75% of the potential matches your solution can't resolve without manual review

Walk Case Study
A health system deploying Epic as its enterprise-wide EHR wanted as clean an MPI as possible before a fast-approaching go-live date with Epic. The health system's existing MPI was running at a 20% duplicate rate, and had a growing backlog of potential matches awaiting manual review— but no team to review them. **Verato AUTO-STEWARD processed 135,000+ potential matches and automatically resolved 59% of them. This gave the health system a clean MPI so they could hit their go-live date with Epic.**

Run
VERATO UNIVERSAL MPI

When to Run
You want a full SaaS MPI offering that is faster, better, and cheaper than other MPIs

How to Run
Deploy the best-in-class, SaaS-based Verato Universal MPI as a full MPI solution with superior matching capabilities

Run Case Study
RGV HIE is a non-profit HIE located in south Texas that faces the toughest matching challenges: over 1.6M patients, a large Hispanic population, travel visitors, and patients traveling outside of RGV HIE's providers for specialists. RGV HIE needed an MPI that was costeffective, rapid to deploy, easy to integrate, and fit in with its best-of-breed technology strategy. **RGV HIE deployed the Verato Universal MPI in 4 months and will spend $234,000 less over four years than if it had deployed a conventional on-premises MPI.**

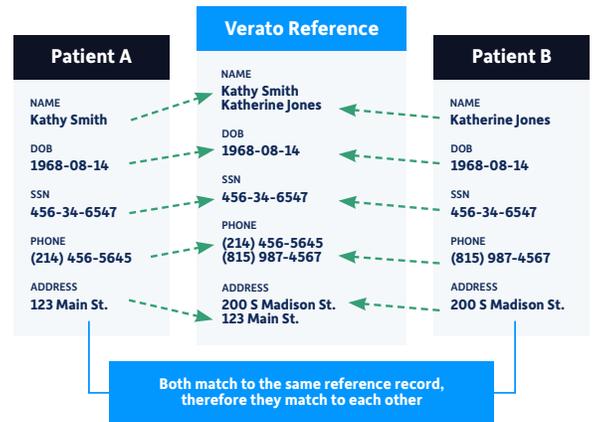# Why Verato is better: A cloud-based platform with superior matching

Referential Matching is a ground-breaking new approach to patient matching

The Verato Referential Matching architecture utilizes a highlycurated, continuously-updated, self-learning database of identities spanning the entire US population.

This proprietary reference database contains billions of commercially available demographic data-points like names, addresses, and birthdates spanning a 30-year history—and all of this data has been assembled into 300M+ unique identities through 50,000 man-hours of data science and engineering efforts.

Essentially, this database acts as an authoritative "answer key" for demographic data. Verato references this answer key during the matching process to make matches even if two patient records have inconsistent, errored, incomplete, and out-of-date data.

Verato Referential Matching is so accurate that it typically matches 50-75% of the toughest and most ambiguous potential matches that even the most sophisticated and finely-tuned probabilistic algorithms can never make.

Patient A

NAME
Kathy Smith

DOB
1968-08-14

SSN
456-34-6547

PHONE
(214) 456-5645

ADDRESS
123 Main St.

Verato Reference

NAME
Kathy Smith
Katherine Jones

DOB
1968-08-14

SSN
456-34-6547

PHONE
(214) 456-5645
(815) 987-4567

ADDRESS
200 S Madison St.
123 Main St.

Patient B

NAME
Katherine Jones

DOB
1968-08-14

SSN
456-34-6547

PHONE
(815) 987-4567

ADDRESS
200 S Madison St.

Both match to the same reference record, therefore they match to each other

A HIPAA and HITRUST-certified SaaS platform that is fast, easy, and cost-effective

FAST TO IMPLEMENT

- Weeks, not months or years.
- Just "plug in" using modern APIs.
- No algorithm tuning.

EASY TO MAINTAIN

- No hardware.
- No upgrades.
- Easily scalable.

COST-EFFECTIVE

- Less manual effort to augment matching.
- No maintenance, support, or upgrade costs.
- Much lower TCO and much higher ROI.

About Verato

Verato helps healthcare organizations improve the health, happiness, and engagement of patients. Verato's flexible, easy-to-implement, SaaS patient matching services enable patient, member, and consumer data to be managed, matched, and linked with unprecedented ease, accuracy, and scale. Verato pioneered an innovative new technology called referential matching and it uniquely powers these patient matching services with unprecedented accuracy. These solutions support initiatives like consumer experience, analytics, and organizational growth at many of the nation's leading healthcare organizations.