

Customer success story:

Achieving a completely connected consumer experience

Overview

A large, integrated health system in the Southwest has an ambitious goal: a completely connected consumer experience by 2026. A new identity resolution service is powering this initiative, supporting a holistic view of each consumer and helping to elevate customer experience.

The challenge

To connect the consumer journey, they needed a 360-degree view of every person who interacted with the healthcare system. It was essential to keep consumers' identities consistent across every touchpoint — including technology and physical locations — to populate an enterprise data warehouse and create a seamless experience.

Because of growth and new business relationships, the organization had many separate systems generating and maintaining consumer data. These included Salesforce® (customer relationship management) and Epic® (electronic health records). It wasn't optimal to incorporate clinical information in Salesforce or to maintain consumer information within Epic.



CUSTOMER HIGHLIGHTS

7 million people

served across a large metropolitan area, including over 15 counties

250+ clinics

and over 25 hospital locations

Top care-providing organization

in the area, caring for more patients than any other provider



verato

The solution

Unified data

The health system used Verato Universal MPI® as an identity resolution service, delivering a single ID and unified understanding of each person across every touchpoint.

“Verato UMPI™ has helped us to fill gaps in information. With Verato, we easily integrate data and we’re confident in our consumer 360 view.”

– Vice President,
Data Integration and Analytics

Supported by Verato’s proprietary Referential Matching™ technology and modern APIs, the warehouse connects information from 40 data sources. These include patient surveys, care coordination, marketing automation, and external consumer preference data, along with Epic and Salesforce.

The organization will also deploy Verato Auto-Steward® to improve the accuracy of an existing master patient index created in Epic.

“We can see how a consumer interacts with us at a level we’ve never seen before.”

– Vice President,
Data Integration and Analytics

Scalability

The 360-degree view of the system’s consumers will continue to grow over time, and Verato will scale with it. When the technology team added a particularly large data set, reflecting consumer information on 4.8 million people, it took just one week to integrate these new records in Verato.

“With other systems I’ve used, it takes 2-4 months to add a new data source to an EMPI. Verato is exponentially quicker.”

– Data Integration team member



The results

With Verato, employees across the health system can access the right information more quickly, enabling more streamlined scheduling, marketing, and consumer experience. While improving processes, the organization is also pursuing many innovations in care and service.

Care for the whole person

Their data science team has many innovations in progress, including:

- A recommendation engine for more informed patient assistance, including sensitivity to difficult health situations.
- Supporting consumer preferences for appointment times and days.
- Easily referring people to physical therapy or other services near their homes.
- Alerting people when they are due for a mammogram, lab test, or other preventive care.

Precise marketing and outreach

With connected data and greater analytics capabilities, they are able to conduct more personalized marketing and outreach across the region, including:

- Proactively marketing to people new to the area.
- Reaching individuals with information and services tailored to their potential health concerns.
- Engaging more with consumers with chronic conditions, and those at-risk for medical problems, helping them to improve their health.

“To provide the best consumer experience, we need to know who you are. For the first time, we can tie together a person’s experiences across their entire health journey with us.”

– Vice President, Data Integration and Analytics



Verato, the identity experts for healthcare, enables smarter growth, improved care quality and efficiency, and better population health by solving the problem that drives everything else – knowing who is who. Over 70 of the most respected brands in healthcare rely on Verato for a complete and trusted 360-degree view of the people they serve to accelerate the success of their digital health initiatives and fully understand consumers’ preferences, risks, and needs from the beginning and throughout their care journey. Only the Verato HITRUST-certified, next generation cloud identity platform enables interoperability across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With an enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

For more information, visit verato.com.

verato