



Achieving a 360° view of the patient

A 2022 survey of 100 healthcare executives shows why **patient identity** is a top priority for health systems.



Seventy-two percent are concerned that siloed, inaccurate personal data hurts care quality and the bottom line



Fourteen percent are extremely satisfied with the level of accuracy of their patient identity management solutions

Confidence is low in current technology to accurately identify patients.

And yet, patient identity is linked to nearly all strategic priorities

>60%

consider patient identity as being important to every aspect within the organization



88% view it as important to improving patient experience

75% say it is important to improving care management

73% view it as critical to enabling a digital front door

Identity data drives major organizational initiatives



Growth Initiatives

82% Expand service lines of business

66% Reduce patient leakage

66% Acquire new patients



Digital Transformation

83% Improve patient access with digital tools

67% Create seamless continuum of care experience for patients

53% Easy access to organization through any mobile device



Strategic Initiatives

42% Improving patient satisfaction scores

37% Digital Transformation Initiatives

36% Addressing workforce shortage and resiliency

91%

say it is either extremely important or somewhat important to have a complete, comprehensive view of enrichment data such as race, ethnicity and where people live



58% say accurate identity data can improve patient satisfaction

64% say accurate identity data can improve operational efficiency

Identity data is fundamental to achieving organizational priorities

Read the full report:
go.verato.com/download-sage-report

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. 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.

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