

# Verato for Payers

Build complete and trusted member data for all your strategic initiatives

## The challenge

Complete and accurate member data is critical to a health plan's top business objectives. Having a 360-degree view of each member enables better member engagement, care management, quality reporting, and efficient operations, and the ability to aggregate fragmented member data is becoming more urgent as legislation requires payers to share real-time member data internally and externally. Unfortunately, for most payers current data management solutions may not be adequate to aggregate the most accurate, complete, and trusted member information.

## The solution

Verato offers a cloud native, simple-to-deploy identity management solution that connects consumer/member data from any source. Our platform can help you improve member experience and engagement, analytics, population health management, and information sharing. Verato Universal MPI®, the next generation of master person index (MPI) technologies, gives you a complete 360-degree view of each member, supplementing other master data management (MDM) solutions already in place.

## A payer's journey to quality member data

A large health plan (50M+ members) struggled to match supplemental clinical and laboratory data to membership data for its quality measurement process, impacting reporting accuracy for HEDIS and STARS measures. After deploying Verato, 99% of quality measures improved across 21 state Medicaid programs, leading to \$10 million incremental incentive revenue for the plan and a better overall member experience.



### Unmatched accuracy

Powerful Referential Matching™ technology significantly outperforms traditional approaches.



### Most secure

HIPAA compliant and HITRUST certified. Also PCI and SOC 2 Type 2 certified.



### Easy to implement

Go live in as little as six weeks. Modern APIs. No extensive tuning required. Just plug in.



### Seamless

Verato doesn't disrupt any existing processes or systems.

# verato

[verato.com](https://verato.com)

# The new gold standard in matching technology

Verato uses a powerful new identity matching technology that we call Verato Referential Matching®. Conventional matching technologies directly match the demographic data from two member records to see if they belong to the same person. Verato Referential Matching, on the other hand, matches that demographic data to our comprehensive and continuously-updated reference database of over 300 million identities spanning a 30-year history and covering the entire U.S. population. By matching records to this database instead of to each other, Verato can make matches that conventional identity MDM technologies could never make — even if two member records have demographic data that is out-of-date, incomplete, incorrect, or different.

Patient A	Verato Reference	Patient B
NAME	NAME	NAME
Katherine Smith	Katherine Smith	—
—	Kathy Smith	—
—	Katherine Jones	Katherine Jones
DOB	DOB	DOB
1968-08-14	1968-08-14	—
SSN	SSN	SSN
—	456-78-9012	456-78-9012
PHONE	PHONE	PHONE
(214) 456-5645	(214) 456-5645	—
—	(815) 987-4567	(815) 987-4567
ADDRESS	ADDRESS	ADDRESS
—	200 S Madison St.	200 S Madison St.
—	200 Madison Street	—
123 Main St.	123 Main St.	—

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

## Sample use cases

1

### Consumer/member engagement

- Better understand each person you serve with consolidated member data.
- Create more engaged members and consumers through a digital front door, member portals, and new forms of outreach with enhanced data.
- Prepare relevant and timely services and tools for engagement.

2

### Population health

- Support better care and disease management initiatives.
- Address health equity through consolidated, enriched data.

3

### Analytics

- Understand micro and macro trends for better, faster intervention.
- Get to know your members' complete health journeys.
- Improve quality measures by improving the match rate of member claims, clinical and other supplemental data.

4

### Information sharing

- Ease collaboration with health systems by enriching data with demographic and SDOH data.
- Target care coordination and outreach to at-risk populations.
- See people and populations clearly by automatically resolving redundancy of person records across systems.

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.

# verato

verato.com | 703.650.5155

© 2022 Verato, Inc. All rights reserved.