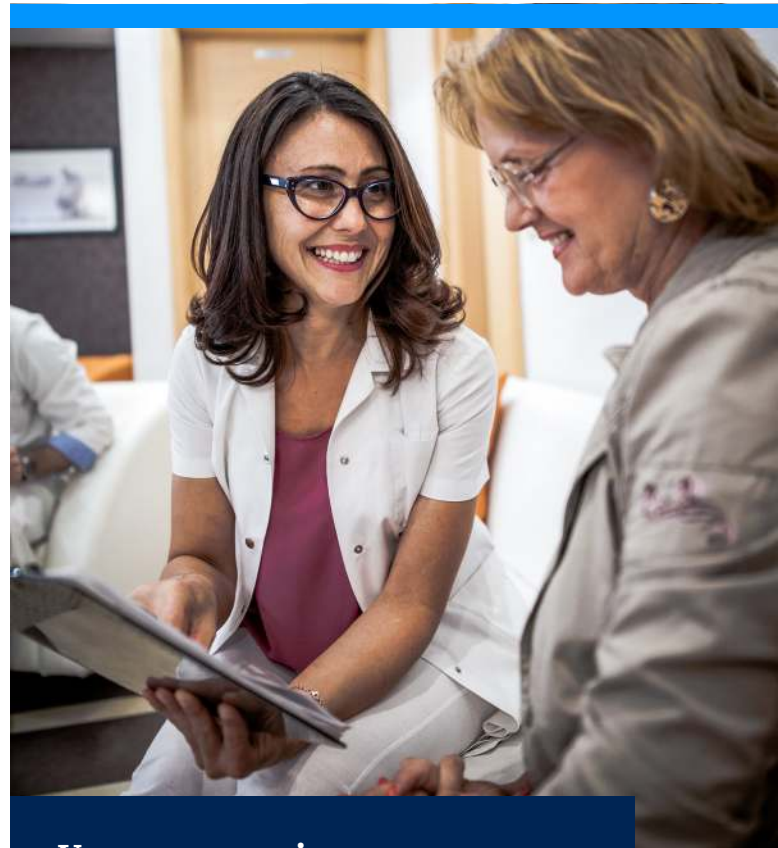


Don't lose your patients

Why incomplete data is damaging patient experiences and compromising brand loyalty

Executive overview

- Patients are now empowered consumers that shop for their care and demonstrate loyalty to brands.
- As a result, health systems are shifting how they operate by expanding digital entry points and medical record access for patients, participating in more M&A activity, and increasing focus on ensuring safety and privacy.
- Accurate, complete, and consumer-centered data is the linchpin for surviving and thriving in this consumer-driven landscape.
- Inadequate demographic data integrity compromises privacy, safety, and the success of strategic patient experience initiatives that depend on aggregated data and span your population, like “digital front door” and inorganic growth.
- There is a new approach to patient matching that works in tandem with all of your other applications to improve data integrity and enable an accurate 360-degree understanding of patients and patients as consumers.
- This approach uniquely relies on Verato Referential Matching®, and is a SaaS solution. This next generation approach has rapidly gained momentum and is already trusted by some of the largest and most prestigious health systems, payers, and health information exchanges in the country to improve data integrity and power their consumer-centered initiatives.



Your success in a consumer-driven world depends on delivering exceptional patient experiences and building brand loyalty. But siloed, inaccurate, and incomplete data about your patients is preventing you from accomplishing this mission.

Patients are now consumers

Consumers navigate almost every industry from the comfort of their computers and phones: banking, shopping, purchasing flights, getting movie tickets, making reservations, calling cabs, booking hotels, and even buying groceries — it can all be done with just a few taps or clicks.

As a result, in these industries, consumers are empowered. They have a wealth of information available online that guides their decisions about which brands to become loyal to: which airlines offer the most competitive pricing, which banks' missions are in line with their values, and which retailers offer the most seamless experiences across their storefronts, websites, and apps.

Yet the healthcare industry has always been the exception. Historically, patients have passively relied on primary care physicians for recommendations on all aspects of care and for referrals to specialists for continued care. Patients have trusted these recommendations and referrals because they have not had transparency into quality performance, costs,

or their own medical information—they have not been empowered to direct their care.

But this is changing. Today, after using Google to research their symptoms, patients check WebMD to decide if they should see a doctor, search Healthgrades to choose a physician, look at Yelp for reviews of the practice, consult their insurance carrier's portal to evaluate pricing and reimbursement options, then book an appointment with ZocDoc — all while reaching out to friends, family, and social media networks for advice, guidance, and recommendations.

Due to the effects of COVID-19 and the rise of telehealth, this trend has accelerated rapidly. Like never before, patients have firmly planted themselves in the drivers' seat of care navigation. They are not just patients anymore — they're empowered consumers. They are "shopping" for healthcare, investing more of their own money into care, demonstrating loyalty to brands, and shifting their loyalties to competitors when they are dissatisfied.



The consumerization of healthcare is a paradigm shift — and leading healthcare provider organizations have to shift with it

Patients expect their healthcare experiences to be as exceptional and as transparent as those of retail or banking. Consider these three ways in which our operations are shifting to account for the consumerization of healthcare.

1

Expanding digital access for patients

Your health system is engaging patients digitally by offering patient portals and introducing robust patient mobile applications including personal health records apps. Patients can schedule appointments online, message their care providers directly, and even complete routine visits from the comfort of home. Patients are offered new ways to personalize their digital experiences and can access a consistent experience across every touch point across the care continuum.

In other words, your health system has created a “digital front door.” And this digital front door includes granting your patients digital access to all of their information.

Yet with increased digital access to their information, patients also have increased visibility into your ability to manage their personal health and identity data. Similar to retailers, your health system now must show your patients that you remember who they are, know who their family members are, and can remind them when it's time for their next appointment. And, with that, patients expect to be able to access a complete record of their medical history across your health system whenever they log into your portal or open your app.

2

Increasing mergers and acquisitions (M&A) activity to broaden your reach

As healthcare dynamics have evolved over the last decade, leading health systems now face increasing pressure to shake up the status quo:

- You must expand services to offer and measure impact across the entire continuum of care, this keeps you competitive as you take on more risk and move toward value-based care.
- You must scale, reduce administrative overhead, and expand the breadth of services you offer — all while keeping the focus on patient care.
- And you must gain market share to avoid disruption.

But it all boils down to this: your organization must capture the loyalty of more and more patients in your geography — before your competitors do.

For example, you may decide to acquire a local community hospital or a coveted specialty practice in order to add their services to your portfolio and gain knowledge about their patients. With this knowledge, you can then market to these new patients, offering complimentary services through your health system and recruiting their families and friends.

3

As the health system grows to own more and more points of care, patients begin to think about them all as one and the same brand. Your responsibility? Earn their loyalty, just like your successful counterparts in other industries.

Most providers are now affiliated with a larger health system in the area. Independently owned physician practices have become a dying breed, with health systems and ACOs now owning more than two thirds of the physicians in the U.S.¹

3

Doubling down on patient safety and privacy

Nothing can damage your brand more than front-page news of HIPAA data privacy violations or of a patient receiving poor care or the wrong medication. So, while it has always been a top priority to ensure patient safety and privacy, in this age of transparency you must double down on patient safety and digital patient privacy in order to maintain patients' trust and loyalty.

Medical errors are now the third leading cause of death in the U.S.

“People don’t just die from heart attacks and bacteria; they die from system-wide failings and poorly coordinated care. People are dying from the care that they receive rather than the disease for which they are seeking care.”

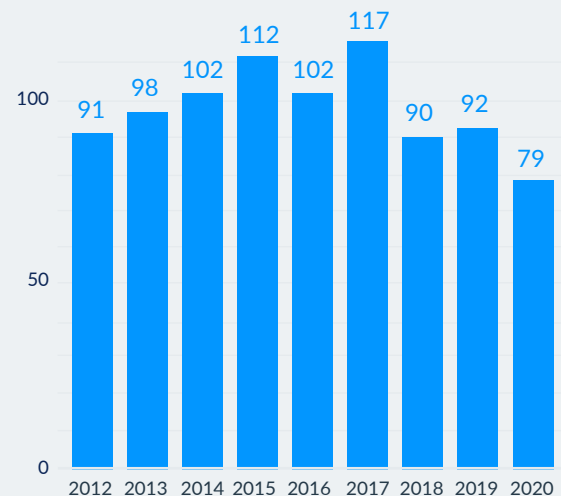
– Dr. Martin Makary, professor of Surgery and Health Policy at Johns Hopkins School of Medicine²

¹ Deloitte, 2018 Survey of America's Physicians, 2018

² BMJ, Medical error—the third leading cause of death in the U.S., 2016

Intermountain Healthcare recently adopted a “digital front door strategy” to better engage patients, allowing Intermountain to triage for more virtual care opportunities — especially during flu season — preventing both the further spread of viruses as well as unnecessary emergency room or urgent care visits.

Hospital and health system M&A activity, 2012-2020



Source: Kaufman Hall Transactions Data

Data isn't just for I.T. anymore — it's the linchpin to thriving in this new consumer-directed world

Having accurate, complete, and correct patient data is foundational to your success in this consumer-directed world. Consider how data enables the three strategic operational shifts just discussed — and how inaccurate patient data impedes them.

1

Expanded digital access relies on accurate patient data: patients expect transparency and access to their complete records.

When a patient logs in through an online portal or personal health record app, they expect to see their complete medical record, inclusive of every interaction from across your entire health system. If they notice that their ED visit from earlier in the week is missing — or worse, if they see another patient's ED visit mixed in with their own history — they will lose faith in your organization's ability to handle, manage, and store their personal health information, and they may also lose faith in your ability to deliver care.

Number of reported data breaches (2011-2020)



Source: HIPAA Journal 2020

2

M&A success relies on accurate patient data: organizations must merge data systems and medical records.

M&A involves more than just the challenges of consolidating administrative functions, merging teams, and managing costs. It also involves technological challenges — merging EHRs and other IT systems, integrating all of your newly acquired patient data with existing data, and making sure all of the data is accurately associated with the correct patients. This seems obvious, but inaccessible or incomplete data is often a crucial breakdown point for clinicians while delivering care. After any merger, every doctor, nurse, tech, administrator, biller, and registrar within the organization should be working off of the same single record for each patient — and that record should span every visit the patient has made to every facility your organization owns.

One in five patients have spotted an error in their electronic medical records.¹ This problem will magnify as consumer-directed exchange and personal health records gain momentum.

¹ Kaiser Family Foundation, KFF Health Tracking Poll, January 2019

3

Patient safety and patient privacy rely on accurate patient data

Inaccessibility of a patient's history could lead to serious errors, such as dangerous drug interactions, ineffective crucial symptoms that could impact a care plan. Or, worse, if clinicians see another person's health history erroneously mixed in with their patient's, they may make care decisions based on someone else's data. Either way, ensuring patient safety and patient privacy requires ensuring first that a patient's health data is accurate and complete.

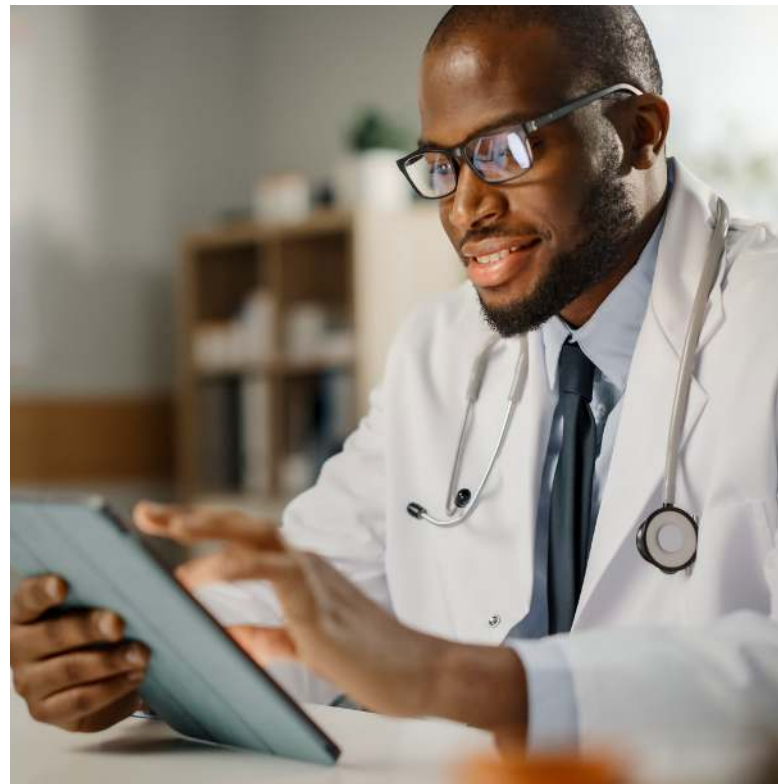
Your data is siloed, inaccurate, and incomplete — and inadequate patient matching is to blame

Of course, you know that consumer-oriented organizations require consumer-centered data — a complete 360-degree view of each patient across customer relationship management (CRM) systems, data warehouses, patient portals, claims data, EHRs, skilled nursing facilities, labs, referring hospitals, ERs, and anywhere else you create, maintain, and aggregate data about patients.

And yet most care delivery organizations do not have this complete 360-degree view. Most health systems suffer from data that is siloed, inaccurate, and incomplete.

The reason?

The quality and completeness of your patient data has been dependent on a Master Patient Index (MPI), an often-underappreciated technological capability called “patient matching.” But every health system's patient matching technology is woefully inadequate to handle today's patient experience-oriented data challenges. Understanding patients and their experiences as consumers requires a better way of matching: one that relies on next generation science, that comfortably scales to support complex analytics, and is designed to work in spite of poor source system data quality.



86% of providers have witnessed or have known of a medical error due to patient misidentification.¹

What is patient matching — and why is it so challenging?

Patient matching, at its essence, answers the question: “Do these records belong to the same person?”

This question has often been answered within each individual application or EHR by an embedded tool called a master patient index (MPI). It has also been answered by a more enterprise-ready version of an MPI called an enterprise master patient index (EMPI), which attempts to connect patient information together across all of your EHRs, registration systems, and other patient-facing applications.

Patient matching seems easy in theory, most health system leaders assume their EHR or EMPI is more than capable. But in reality, patient matching is extremely difficult, and EHRs and EMPIs are not up to the task of matching and connecting your patient data across the many new sources you are working with and obtaining data from.

Why is patient matching so difficult? Because demographic data is the key to matching records together. But demographic data is:

- **Constantly changing** — On average, 12% of patients change addresses or names each year.¹
- **Notoriously error-prone** — On average, 6% of patient data is entered with typos or other errors.¹
- **Frequently incomplete** — On average, 5% of patient records are missing data or have “default” data entries like 1/1/2000 for a birthdate.¹

And the scale of the matching challenge is growing exponentially as health systems like yours aggregate more and more data about patients — including from consumer facing applications, newly acquired facilities, new initiatives like telemedicine,



On average, 18% of a health system's medical records are duplicates.²

additional clinical trials, growing data warehouses, CRM systems, and new data types like call center data, social determinants of health (SDOH), and patient satisfaction surveys.

This wouldn't be an issue, except that EHR and EMPI solutions cannot overcome dramatic demographic data discrepancies — and therefore become woefully inadequate as they scale to accommodate new data sources and new consumer-centric initiatives.

This is evidenced by the fact that today on average 18% of a health system's medical records are duplicates² — i.e., records that should have been matched to each other by your EHR or EMPI but haven't been.

Consumer-oriented organizations require consumer-centered data

Low quality demographic data makes matching challenging

	Patient A	Patient B	Patient C
IDENTIFIER	1234	457	9876
NAME	Kathy Smith	Katherine Jones	Cathy Jones
GENDER	F	F	F
DOB	1968-08-14	1968-08-14	1968-08-14
SSN	456-34-6547	456-34-6547	
ADDRESS	?	?	?
LINE 1	123 Main St.	200 S Madison St.	123 Main St.
LINE 2	Apt. #1	Apt. #1	
CITY	Springfield	St. Louis	Springfield
STATE	MO	MO	MO
PHONE AREA	214	815	815
NUMBER	456-5642	987-4567	987-4567

¹ ECRI Institute, Patient Identification Errors, 2016

² Black Book Market Research, Mid-Year Consumer Satisfaction Survey, 2018

There is a cure to these data integrity woes: the next generation of matching technology, called Verato Referential Matching

Conventional patient matching technologies have stagnated, leaving your ability to thrive in a consumer-driven healthcare ecosystem at risk. Simply put, your next-generation consumer-centric initiatives need to be supported by a new generation of matching technology.

What does the next generation of patient matching innovations look like?



Nimble — cloud-based, easy to deploy, simple to integrate with any EHR or application using modern APIs, and require no maintenance and minimal IT resources.



Hyper accurate – so accurate that it could overcome dramatic demographic data discrepancies to match patient records even if they include data like out-of-date addresses, maiden names, missing SSNs, default birthdates, errors, and typos.



Scalable – so the health system can continue to grow and add new data sources without sacrificing data integrity.



Cost-effective – so you can maximize your resources through rapid time-to-value and lowest total cost of ownership.

A next generation of patient matching innovation will enable your health system to grow, compete, and gain consumer loyalty. Acquire new organizations and rapidly gain an understanding of patient overlap. Deliver quality measure analytics with confidence that you have the best data. Give customer services representatives access to complete consumer histories at the point of service. And give patients-as-consumers a differentiated experience.

Luckily, the next generation of matching exists—and it is the cure for your matching woes. It is called Referential Matching and it is a quantum leap improvement over the legacy patient matching in your EHR or EMPI.

Leverage Verato Referential Matching through easy-to-implement cloud-based services and gain accurate, complete, and correct data — which is foundational for every consumer-centered organization focused on improving digital access and transparency, accelerating M&A success, and ensuring safety and privacy.



Verato Referential Matching in action

Axia Women's Health

Axia Women's Health, the largest integrated OB/GYN network in the country, used Verato during large-scale M&A to improve patient experience by automatically identifying overlapping patients and reducing the manual work of associating these records with one another.



Intermountain Healthcare

Intermountain Healthcare used cloud-based Verato Referential Matching service to improve the productivity of its data stewardship team by 174% for a reliable consumer view to power their digital front door initiative.



Northwell Health

Northwell Health, a large health system in New York City, used Verato Referential Matching to better inform their patient experience.



Healthix

Healthix, the largest health information exchange in the country, replaced its legacy EMPI from IBM® with a HITRUST-certified software as a service (SaaS) Verato Referential Matching EMPI that lets them integrate data from public and private sources.



To learn more about empowering exceptional patient experiences with complete and accurate data, schedule a demo with one of our identity resolution experts at Verato.



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**.

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