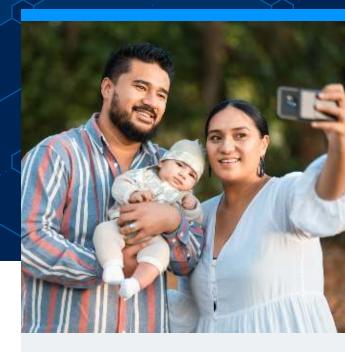# Verato Universal Identity

The platform that ensures you get identity right from the start

Whether smarter growth, better care, or population health is your priority, you need to get identity right from the start to power your most important initiatives. More than 70 of the most trusted brands in healthcare use Verato as the single source of truth for identity that provides a complete and trusted 360-degree view of their customers, providers, and employees.

As a cloud-native service, the Verato® Universal Identity™ platform integrates seamlessly into existing processes. The platform is powered by our proprietary Referential Matching® technology, allowing for unprecedented accuracy. Our highly-curated database of demographic data spans the entire U.S. population over a 30-year history and Verato receives 60 million updates a month. Verato manages and curates this reference data specifically for the purpose of identity matching. Our comprehensive database and proprietary algorithms can resolve identities and match people to their data with the highest accuracy rates in the industry — even when records contain out-of-date, incomplete, or incorrect demographic data.

Identity A	Verato® Carbon™	Identity 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 St.	—
123 Main St.	123 Main St.	—

Match

Accurate

Independently verified 98% accurate. A leap beyond legacy approaches.

Proven

99% customer retention. 99th percentile net promoter score.

Secure

Continuous threat monitoring and testing. Data encryption in flight and at rest. Top industry certifications including HITRUST and SOC2.

Cloud-native

Rapid time-to-value. Lowest total cost of ownership. Effortlessly scalable as you grow.

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Verato covers all of your enterprise identity needs

The Verato Universal Identity platform includes Verato Patient Journey™ and Verato Provider Data Management™, so that you can confidently know who is who among your patients, consumers, members, and providers. Both are powered by a powerful and industry-leading set of technology and services:

Verato UMPI®

Power all of your digital initiatives with a complete and trusted picture of the people you serve. Verato UMPI enables you to confidently index and assemble patient data living in disparate systems across your enterprise and beyond.

Verato Customer Success

We are invested in supporting you right from the start. From configuration through ongoing adoption, we are dedicated to delivering exceptional customer experiences and ensuring your success.

Verato Connect™

Connect your systems and Verato regardless of data type or method of interaction. Verato is able to meet your current capabilities, allowing you to reuse existing technology and lower resource cost.

Verato Enrich™

Fully understand your patients, populations, and providers. Append a wide array of data ranging from basic contact information like missing phone numbers and addresses to lifestyle data like income, ethnicity, race, occupation, and interests.

Verato Insights™

Explore your data like never before with easy-to-use dashboards and reports. Insights helps you understand the current state of your identity solution, identify which sources have a large overlap, pinpoint gaps in data quality, and much more right out of the box.

Over 70 healthcare customers, including:

AdventHealth

Texas Health Resources®

NOVANT HEALTH

Northwell Health®

Washington State Department of Health

United Healthcare

Intermountain® Healthcare

Banner Health.

Walgreens

CommonSpirit

Maimonides Medical Center

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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