

Verato Universal Identity

Verato Patient Journey

The gold standard in patient
matching technology

The challenge

Today's health systems work hard to deliver exceptional patient care. Tools such as EHRs, remote patient monitoring, digital health solutions, and CRMs come together to deliver a tailored health journey. Each of these systems contains partial health data, fragmenting every patient's information across your healthcare ecosystem. Without having a full understanding of each patient, knowing who is who™ is impossible. Disconnected patient data within silos often leads to poor patient outcomes, lost revenue, and missed opportunities to close gaps in care.

The solution

Verato® Patient Journey™ gives healthcare organizations the ability to identify individuals within their populations and within their healthcare journey. Built upon two proprietary technologies, Referential Matching® and Match Tiers™, the solution creates a 360-degree view of your patients by linking the patient data from your EHRs with your CRM data, and other key demographic information from third parties or additional sources. Verato Patient Journey is part of the Verato Universal Identity™ platform, the industry's first hMDM. As the next generation MDM for healthcare, the platform enables a complete and trusted single source of truth for consumer, patient, and provider identity.

Referential Matching: Our comprehensive database and proprietary algorithms can resolve identities with the highest accuracy rates in the industry — even when records contain out-of-date, incomplete, or incorrect demographic data.

Match Tiers: Allows health systems to include more siloed data sources to compile a larger view of individuals. This provides the ability to match across clinical & marketing data records without sacrificing accuracy or disrupting clinical data.



Features

- Gain a 360-degree view of every person from their clinical and consumer data.
- Fully understand the needs of the population you serve to provide the right care and engagement at the right time.
- Link different data sources across your system to create an accurate record without compromising clinical data.

Patient Journey capabilities

Smart views: Define the best data to view patients based on the needs of the user

Householding: Identify household groups across your patient populations

verato

verato.com

An integral part of the Verato Universal Identity platform, Verato Patient Journey is the new gold standard patient matching built upon two proprietary technologies:

Referential Matching

- A quantum leap forward in building a complete person record within disparate sources
- Achieves the highest patient matching accuracy rates in the industry
- Utilizes our highly curated database of demographic data spanning the entire U.S. population over a 30-year history

| 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 | | |

Match Tiers

- Intelligently matches unique groups
- Builds a complete view of people using incomplete records and siloed data across multiple systems
- Will not compromise or impact clinical data

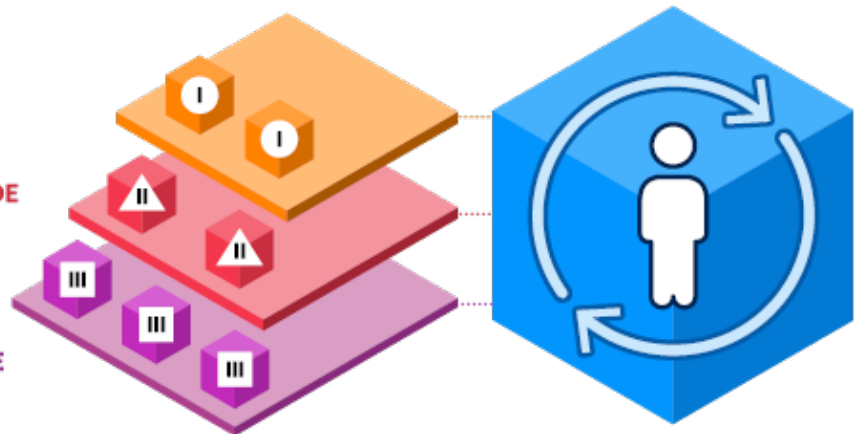


PATIENT AND CONSUMER DATA

TIER I
CLINICAL GRADE
matching clinical
data together

TIER II
MARKETING GRADE
matching consumer
to clinical

TIER III
ANALYTICS GRADE
matching digital to
consumer and clinical



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.com | 703.650.5155

© 2022 Verato, Inc. All rights reserved.