

Verato for health and human services

Complete and trusted person data for all your initiatives

The challenge

Health and Human Service agencies across the country are tasked with providing support and assistance to those who need it. However, missing demographic data and outdated addresses or telephone numbers make it very difficult to link participants across programs, identify duplicate records within systems, and accurately report key analytics.

Health and Human Services organizations need complete and accurate data to support their missions — including knowing who is enrolled in multiple assistance programs and who might need additional assistance, accurately linking health and other systems to assistance programs, and monitoring fraud, waste, and abuse. Taking a proactive, data-driven approach to identity matching and resolution will help organizations strengthen record-matching capabilities and improve outcomes for the population. Understanding key social determinants of health (SDOH) for individuals and populations is also vital to anticipating and meeting community needs.



A Verato customer was able to identify nearly **17,000 children who were eligible for WIC but not yet enrolled**, adding \$37M in funding to help feed hungry children in a state with a population of 5.5 million.

The solution

Verato is a next-generation, cloud-native identity platform and master person index that enables interoperability across the complex digital ecosystem with unprecedented accuracy, ease, and time-to-value. The platform is natively enabled with Verato Referential Matching® for industry-leading accuracy and can enrich what you know about your population with SDOH data. With an enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.



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Most accurate

Powerful Referential Matching™ technology significantly outperforms traditional approaches. Realize a 24% across the board improvement¹ over legacy matching solutions.

Easiest to implement

Go live in weeks with a flexible solution that meets you at your technical capabilities and resource availability. No extensive tuning of algorithms — just plug in.

Most secure

Fully HIPAA compliant with industry-leading security embedded in the platform from day one. HITRUST and SOC 2 Type 2 certified for security that inspires confidence.

Seamless

Verato doesn't disrupt any existing processes and can operate in the background across the entire ecosystem. Verato experts are with you at each step of the journey.

Sample use cases**Achieve an enterprise-wide person view**

- Finally know every program and system that a person has interacted with across your ecosystem, both now and in the past.
- Monitor for fraud, waste, and abuse enterprise-wide by flagging bad actors and watching if they return, even if they reapply with different demographics (new address/ phone or married/maiden name) or to a different program.
- Solve the fragmented data problem that can undermine all your data-driven initiatives: missed links across the enterprise and unresolved duplicate records within systems undermine data integrity and skew downstream analytics and reporting.

Confidently unlock information sharing

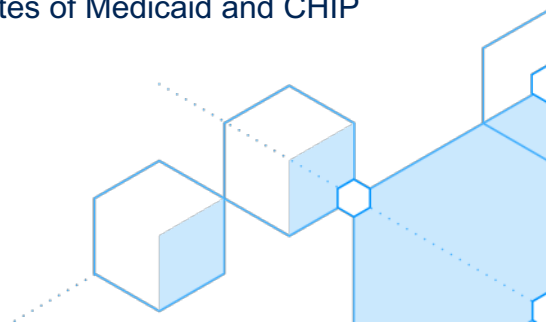
- Accurately share information within your ecosystem, across departments, and with external partners.
- Unlock new insights from other systems, departments, and partners for the population you care for.
- Locate participants and other related persons across the entire ecosystem.

Data enrichment to address modern needs

- Append SDOH data for lifestyle, financial, interest, and additional demographics to your records at the individual person level.
- Understand health equity across your population and be able to proactively take steps to improve outcomes.
- Understand a person's race, ethnicity, education, language spoken, and other factors to tailor care coordination and engagement opportunities.

Build a holistic and longitudinal view of your entire population

- Identify participants, in real-time, as they reapply to programs and take action to ensure a smooth return to services.
- Streamline enrollment to multiple programs to help applicants receive all assistance they are eligible for.
- Accurately link public health and other systems to assistance programs to gain new insights like vaccination rates of Medicaid and CHIP participants.



A holistic platform to solve modern challenges

Verato Universal Identity platform combines the world-class match accuracy and stewardship experience of an EMPI with the advanced data management and analytics features of an MDM solution — all in a modern, secure cloud-based platform. Verato is purpose-built for healthcare and government organizations — to solve challenges in the complex health and human services ecosystems.



Key platform benefits

Verato Enrich™

Better understand your populations by appending a wide array of enrichment data — from basic contact information like missing phones and addresses to lifestyle data like income, ethnicity, race, and occupation, and interests. Gain insights into health equity with key SDOH data and unlock accurate reporting by filling in missing data points.

Verato Insights™

Explore your data like never before with easy-to-use dashboards and reports. Better understand the current state of your identity solution, identify which sources have a large overlap, and pinpoint gaps in data quality.

Smart Views

Manage data governance and provide the right data, at the right time, for the right workflow. Define different versions of the best or “golden” data for your citizens to surface in your different applications, depending on the use case or need.

Householding

Automatically identify household groups across your populations. Gain insights into others in the household that might need services, support, or assistance.

Match Tiers

Maintain the match accuracy of your highest quality and most critical data for your population, while still loading and matching your lower quality, less trusted data sources — all in the same platform. In other words, finally gain the complete view of a person across *all* your datasets, without sacrificing the match integrity of your most critical data.

Commitment to your success

Verato Customer Success

We understand that resolving identity across your ecosystem is a complicated journey. From initial configuration through ongoing adoption, Verato experts will be with you at each step to provide advice, best practices, and support to ensure you successfully cross the finish line and finally know who is who.

Verato's commitment to customer success is comprehensive and throughout your entire experience, including as you integrate new sources, tackle new projects, and think of new use cases.

Key benefits of working with Verato:

- Dedicated technical Customer Success Manager
- Access to identity experts with 160+ years of expertise
- Personalized enablement and training for your team
- Accelerated time-to-value
- Incremental bulk data processing
- Data profiling
- Annual health checks
- Value Delivery Dashboard
- Tailored reports & solutions
- Proactive 24x7 support

83% of government health agencies struggle with record matching & person identity challenges
100% agree that identity matching creates operational challenges however
0% are highly confident in their current matching solution
- *eHealth Initiative*²



The new gold standard in matching technology

Verato uses a powerful new person matching technology called Verato Referential Matching that lets you realize a 24% across the board improvement¹ over legacy matching solutions, match historical and current records, match records with limited demographics, and overcome attribute misalignment between collected data. Simply put, it's the most accurate identity matching technology in the industry.

Conventional matching technologies directly match the demographic data from two person records to see if they belong to the same person. Verato, on the other hand, matches that demographic data to its unparalleled and continuously-updated reference database of identities. This database contains over 300 million identities spanning the entire U.S. adult population, and each identity contains a complete profile of demographic data spanning a 30-year history. By matching records to this database as well as to each other, Verato can make matches that conventional person matching technologies could never make — even if records have demographic data that is out-of-date, incomplete, or incorrect.

Record 1	Verato Reference	Record 2
Name	Name	Name
Katherine Smith	Katherine Smith	—
—	Kathy Jones-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 Dogwood Dr.	—
123 Main St.	123 Main St.	—

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

¹ Journal of the American Medical Informatics Association, August 2022, doi.org/10.1093/jamia/ocac068

² eHealth Initiative survey, December 2020, verato.com/resources/patient-matching-covid19/

Verato, the identity experts for healthcare and government organizations, 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 80 of the most respected healthcare and government organizations rely on Verato for a complete and trusted 360-degree view of the people they serve by resolving, managing, and enriching person data housed in disparate systems. 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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