

# Verato Provider Data Management

Gain a complete view of clinician and organization data

Provider data powers your most important initiatives from smarter growth to better care and supports the most fundamental aspects of your business. The healthcare industry is plagued by low quality and utility of provider information, which is often “hidden” due to data silos. This can have costly implications for your organization.

However, provider data is hard for any organization. There are business and technical challenges associated with getting the right accuracy, completeness, and recency of the data to maximize the utility for every part of your business that requires provider data.

**Despite vast investments in business applications to fulfill specific workflows, the challenge remains in having a single source of truth of clinician and organization data that is continuously synchronized to every system and user across your entire enterprise.**

Health IT leadership have an enormous task in understanding and managing the complexities of provider data to support and fully operationalize every stakeholder within an organization.

- **30%+ provider records have inaccurate or missing NPI numbers.**
- **23% of provider addresses are wrong or missing.**
- **3% provider demographic information changes each month.**
- **20%-30% of physicians change affiliations each year**



**53%** of patients that encountered provider directory inaccuracies led to higher costs associated with nearly 40% of these patients receiving care by out-of-network providers.<sup>1</sup>

**4.22** minutes to complete provider data verification by phone, meaning provider outreach via call center costs roughly \$4 per provider per location.<sup>2</sup>

**\$10,122** is the cost for a one-day delay in provider onboarding for a medical group.<sup>3</sup>

1. Health Affairs study
2. MedCity News
3. Merritt Hawkins survey

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## Why is provider data such a challenge?

### Variety

Provider data is complex; it can represent many different types of entities—a person, a location, and sometimes both. Additionally, this data has an intricate hierarchy structure that has endless combinations of critical attributes which have severe implications from billing to care access. As a result, this often leads to missing and inaccurate information further contributing to the layers of complexity associated with rationalizing all forms of provider data.

### Velocity

Provider data is constantly changing due to the mobility of providers changing when, where, and what services they offer. The rate of these changes adds to the operational complexity of

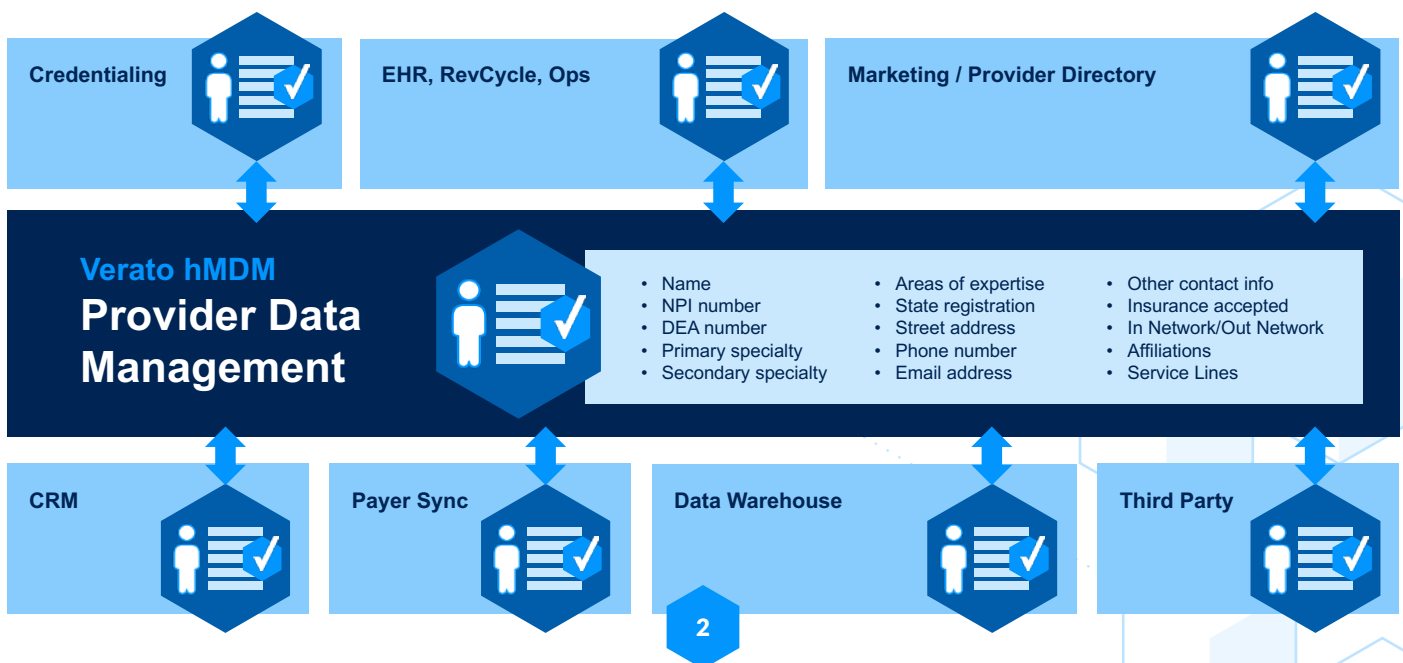
continuously managing and ensuring this data is consistently accurate—regardless of what system within your organization that is using this data.

### Value

Provider data is used by many different systems and applications and it is created and modified by many different users across every department within your organization. Consequently, the scale of managing the conflicting information across every different version of provider data within your organization is nearly impossible without a centralized distribution hub. Your IT teams must support the large-scale reconciliation and management of third-party data from NPPES and state licensing organizations that compounds the operational burden.

## Verato can help

Verato makes synchronizing provider data easier and faster without sacrificing quality. We seamlessly help you curate and synchronize provider information into a centralized hub that can be distributed across any and every part of your organization with the highest accuracy while optimized for utility. The result is complete and trusted provider data, for better decision making, collaboration, and more effective, efficient workflows.



## Next-generation data management

### Provider data management

Verato provides a trusted and completed provider data management solution enabling you to proactively push the most complete and accurate provider information into your data warehouse and data lake. Verato can help manage your provider information, contact information, credentials, specialties, and affiliations in a centralized system so you can be confident that you always have the data you need and the most up to date data to power your critical business and clinical workflows.

#### We make it easy for your team

Our supplemental data is already built in—so you don't have to buy and manage additional data. You can now relieve your teams of third-party data maintenance and let us do that work for you.

Verato simplifies the complexity and reduces the administrative burden associated with managing conflicting information of provider data. We help you integrate multiple data sources into a unified hub, standardize the wide range of provider information, and synchronize all this information continuously at scale.

#### We give you the confidence to trust your data

Unlike other vendors, Verato understands the importance of having the most updated information about a given provider. Whether a new provider was recently licensed or an existing provider in your network had a licensing change, we know that you need to know right away. Verato accommodates daily updates across all reference data and will notify you of critical changes, so you have the confidence that your data never goes stale.

Verato helps you fill in missing gaps of critical information across all your providers streamlining more effective workflows across your complex organization.

#### We make it easy to work with us

Our approach uses modern APIs to ensure a seamless interoperability solution across any combination of systems. Verato makes this easier with built-in reference and enrichment data that is ready to use out of the box. Other MDM solutions require YOU to do the work adding complexity, time, and resources.

#### Get started faster

Typical solutions require extensive up-front mapping and configuration which can take years before you are up and running. Verato does not require extensive tuning to match your unique population – no mapping set up required! Our approach enables you to rapidly go live with speedy implementation.



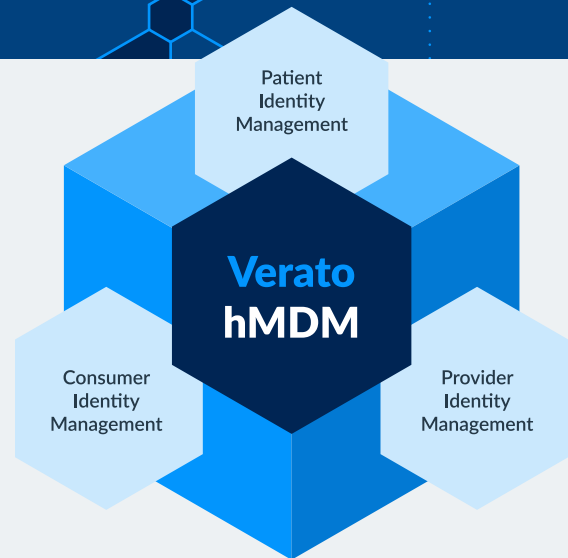
## Customer success

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

### 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
- Incremental bulk data processing
- Annual health checks
- Proactive 24x7 support

From initial configuration through ongoing adoption, Verato experts will be with you at each step to provide advice, best practices, and support.



## Quality that's easier

**Supplemental data is already built-in, so your teams don't have to waste time and resources managing this anymore.**

## Faster time to value

**Get started in months not years with our modern API approach.**

## Never goes stale

**Up to daily updates across all reference data so you are always notified of critical changes.**

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™. The Verato University Identity™ platform, the industry's first purpose-built healthcare master data management (hMDM) solution, enables a complete and trusted 360-degree view of patients, members, providers, and communities. Verato ensures that you get identity right from the start.

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