

verato

Verato  
hMDM

The next generation  
of identity data  
management for  
healthcare.



Knowing who is who™

# The next generation of identity data management for healthcare

Verato hMDM, the industry's first end-to-end identity data management solution, enables better care everywhere by solving the one problem that drives everything else—knowing who is who. With a complete and trusted, single source of truth for identity for patients, members, consumers, providers, and communities, healthcare organizations can better trust their data and confidently tackle their most important strategic initiatives.

## What is hMDM?

hMDM is the next generation of identity data management, purpose built to solve the unique challenges of healthcare organizations across the care continuum. The Verato hMDM solution seamlessly combines the most important benefits and capabilities of the industry's most trusted enterprise master person index (EMPI), robust identity verification, enterprise master data management (MDM), and data enrichment solutions—in a single, cloud-native platform—specifically designed for healthcare use cases, data sources, and workflows in a way that is easy to implement and useful right out of the box.

Verato hMDM delivers everything healthcare organizations need for end-to-end identity data management—and nothing they don't.

## With Verato you no longer need to compromise

At Verato we've pushed the envelope on healthcare identity data management, making a quantum leap in accuracy and building our hMDM platform natively in the cloud with value, scale, and innovation in mind.



## One platform for all your identity data management needs

The Verato hMDM platform is a comprehensive identity data management solution purpose-built for healthcare data challenges and workflows, so that you can confidently know who is who among your patients, members, consumers, providers, and communities.

**Patients** — Confidently index and assemble patient data living in disparate systems across your enterprise and beyond.

**Consumers** — Understand, attract, and retain your healthcare consumers with a complete and trusted 360-degree view.

**Providers** — Manage, enrich, and propagate data in disparate systems for individual practitioners and provider organizations.

**Members** — Achieve a complete member understanding across plans, providers, and populations.

**Communities** — Resolve and manage person data at scale, from multiple siloed sources.

## Why it matters

Healthcare organizations of all sizes, in all corners of the U.S., are working on similar important initiatives as they modernize critical technology and data infrastructure:

### Cloud Transformation

Migrating data to the cloud will allow healthcare organizations to optimize for scalability cost-efficiency, security and collaboration.

### Digital Engagement

Healthcare organizations continue to invest in technology to transform experiences, improve access to care, and empower patients and providers.

### Clinical Interoperability

Interoperability between and beyond EHRs is crucial to harness the full potential of technology investments and enable efficient information exchange.

Healthcare executives know that to drive results for any of their important priorities and initiatives, they need complete and trusted, well-managed data about patients, members, consumers, providers, and communities.

Though information about each person is plentiful and proliferating, the data is created and stored in a large and growing set of siloed systems within each healthcare enterprise and beyond. Only with a single source of truth for identity can organizations confidently assemble a complete and trusted view of each individual to fuel their many strategic objectives.

At Verato, we've dedicated ourselves to enabling better care everywhere by solving the problem that drives everything else:

Knowing who is who™

Healthcare IT executives:

87%

believe identity accurate and well-managed data is critical

14%

are satisfied with the level of accuracy in their data

Patient identity is a pervasive problem that impacts nearly all areas of hospital operations; 72% of respondents are “concerned” or “extremely concerned” that siloed, inaccurate personal data hurts care quality and the bottom line.

<https://verato.com/resources/sage-report/>

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“Since installing Verato, VITL has demonstrated a cohort match rate increase from about 65% to greater than 95%.”

VITL 2021 Annual Report

# The Verato approach

Verato hMDM enables a proactive identity data management strategy that can usher in the digital future for your organization, while helping you respond to today's challenges. Whether you're migrating to the cloud, consolidating EHRs, or investing in digital engagement initiatives, Verato can help you ensure you're prepared for tomorrow while reducing costs now.



**Connect** – Seamlessly and securely integrate all sources of identity data.

**Identify** – Accurate, reliable identity resolution and identity verification is a critical component of any data management solution for healthcare.

**Enrich** – Integrate social determinants of health (SDOH), lifestyle, and demographic data for a more complete view of your patients, members, and providers.

**Manage** – Deliver the best, most relevant identity information to the right systems at the right time to power better workflows and decision making.

**Activate** – Gain insights and utilize your data in ways you never imagined possible.



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Verato became our source of truth for patient ID. The right data got linked to the right patient allowing our analysts and our data scientists to go to work. It also allowed our finance department at the health system to be able to have their data linked.

*Dr. Jim Barr, Chief Medical Officer  
Atlantic Health*

## Seamless and secure data integration

### Deploy in weeks and quickly integrate with your data

We understand how and where healthcare data is used—whether that data is about a patient, member, consumer, or provider. Our cloud-native hMDM platform—the first and only MDM solution designed specifically for healthcare—integrates easily into existing infrastructure and workflows with minimal disruption.

#### Extensive integration ecosystem

- Easily integrate your ecosystem of data systems regardless of data type or method of interaction, and propagate data upstream and downstream.
- Expand your current capabilities, allowing you to reuse existing technology and lower resource cost.

#### Secure

- HITRUST certified, SOC 2 Type II certified, PCI certified, HIPAA compliant.
- Always encrypted, in flight and at rest.
- Multi-factor authentication and IP white listing.
- Continuous threat monitoring and detailed security testing across all environments.

#### Scalable

- Able to deploy in weeks and quickly integrate with your data — saving you time, money, and effort while informing your most pressing initiatives.
- Fully cloud-native with seamless upgrades and a platform that grows with you.

## Connect



and more



## Get identity right from the start

### Build a 360-degree view of every individual in your system with data you can trust

Accurate, reliable identity verification and resolution are critical components of any identity data management solution for healthcare. The Verato hMDM platform offers the only end-to-end identity solution and sets the new gold standard in identity data matching for people and organizations.

#### Verato Referential Matching®

- A quantum leap forward in building a complete person record within disparate sources, third-party verified to be best in the industry.
- Utilizes our highly curated database of demographic data spanning the entire U.S. population over a 30-year history.
- Powered by an unparalleled set of algorithms and data science built specifically for healthcare.

#### Identity verification

- Instantly verifies a patient or provider identity for a secure, friction-free experience while driving efficiencies and cost savings.
- Helps patients and providers to better access and control their health data, safely and easily.
- Supports IAL2 to ensure compliance with regulatory requirements set forth by the 21st Century Cures Act.

#### Verato Match Tiers™

- Builds a complete view of people using incomplete records and siloed data across multiple systems.
- Allows for data from sources with varying levels of completeness and integrity to match to a single identity without compromising or impacting clinical data or future match decisions.

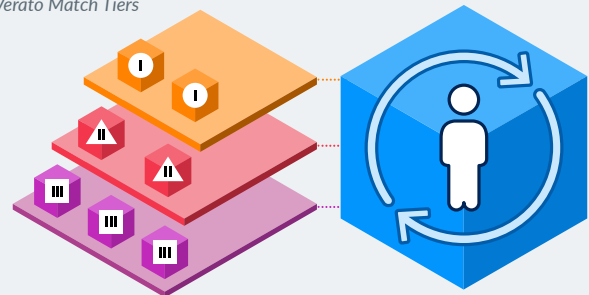
## Identify



Verato Referential Matching

Identity Record A	Verato Carbon	Identity Record B
NAME Rebecca Smith	NAME Rebecca Smith Becca Jones-Smith Rebecca Jones	NAME Rebecca Jones
DOB 1981-12-08	DOB 1981-12-08	DOB —
SSN —	SSN 908-76-5432	SSN 908-76-5432
PHONE (703) 648-9272	PHONE (703) 648-9272 (571) 763-2851 (617) 295-8814	PHONE (617) 295-8814
ADDRESS 123 Main St, Anytown	ADDRESS 123 Main St, Anytown 328 River St, Othercity 854 Oak Ln, Cedarville	ADDRESS 854 Oak Ln, Cedarville
<b>MATCH</b>		

Verato Match Tiers



- Tier 1** – Clinical grade. Matching clinical data together.
- Tier 2** – Marketing grade. Matching consumer to clinical.
- Tier 3** – Analytics grade. Matching digital to consumer and clinical.



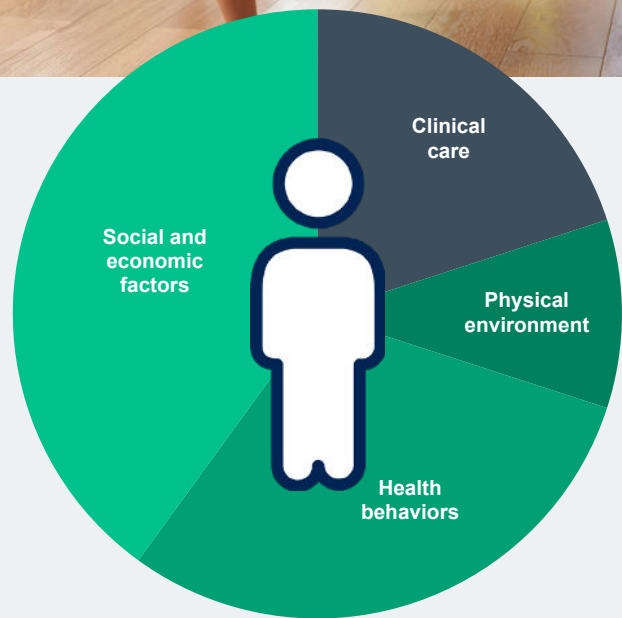
# Know more about each individual

## Append a wide array of data to form a more complete picture of every identity

Seamlessly integrate social determinants of health (SDOH), lifestyle, demographic, and household data for a more complete view of your patients and members, and fill in the gaps for better provider data integrity—to fuel your most important strategic objectives.

### Verato Enrich™

- Append a wide array of patient and consumer demographic data ranging from basic contact information like missing phone numbers and addresses to lifestyle data like income, ethnicity, race, occupation, and interests.
- Reveal key insights that help you understand clusters of people and enable planning of health initiatives that reach more patients and consumers.
- Better understand population-level attributes, including trends and risk factors.
- Deliver individualized targeted care and wellness programs to individuals based on more complete patient demographic data.
- Augment and complete your provider records with Verato provider data for a true 360-degree view of your providers, and correct for missing contact information, NPI numbers, licensing information, taxonomy, or other critical provider data.



**Social determinants of health factor into 80% of health outcomes.**

## Fine control to power better decisions

### The best, most relevant identity information in the right systems at the right time

Reduce manual stewardship tasks, improve governance, and streamline your workflows, all with continuous threat monitoring and data encryption in flight and at rest.

#### Verato Smart Views™

- The next generation of the golden record in healthcare, offering organizations multiple, configurable, composite views of person data for different business needs.
- Manage data governance and create multiple composite views that provide the right data, at the right time, for the right workflow.
- Easily configure different views for each use case—so that every provider, employee, and system has the information they need about a person to optimize outcomes, while ensuring sensitive data remains secure and private.

#### Intuitive data stewardship

- Prioritize and optimize HIM work with smart task queues.
- Automatically detect and resolve overlays.
- Manage performance with dynamic stewardship analytics embedded in UI.
- Intuitive workflow support, built by data stewards, for data stewards.

#### Verato Relationships™

- Understand household groupings and other relationships between individuals.
- Map relationships between and among provider organizations and individual practitioners.

## Manage



### Comprehensive functionality for all of your MDM needs

- Flexible data model
- Data mastering
- Multiple domains of data
- Golden records
- Customizable attributes
- Data propagation upstream and downstream
- Governance dashboards
- Provider data management
- Unique ID assignment







# Power your most important initiatives

Drive efficiency and make better decisions with trusted, actionable insights

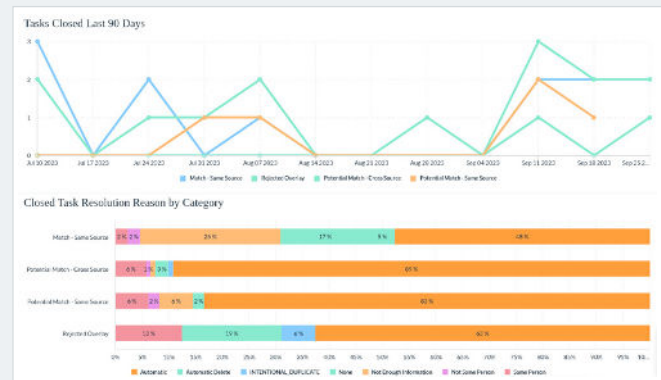
Utilize rich analytics around quality, efficiency, and consumerism to drive smarter growth, improve care and efficiency, gain actionable insights, and act accordingly.

## Verato Insights™

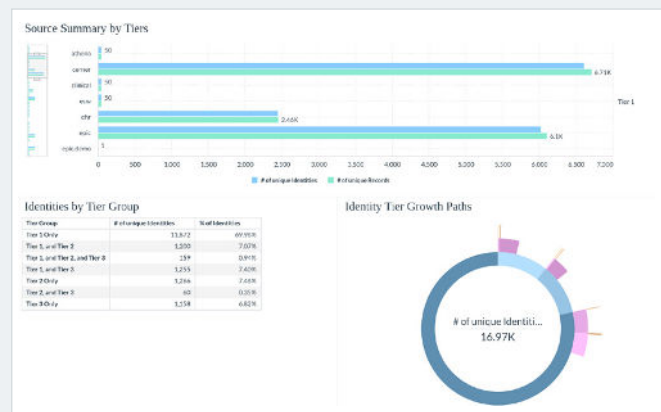
- Explore your data like never before with easy-to-access dashboards and reports.
- Understand the current state of your identity solution, identify which sources have a large overlap, pinpoint gaps in data quality, and much more right out of the box.
- Optimize analytics and track progress of existing initiatives, success rates, and areas for improvement.



Insight into volumes and data quality of provider data



Insight into task volumes and resolutions



Insight into the tiers of data you're matching together in Verato Consumer Identity

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After acquiring healthcare facilities in multiple states, we had multiple EMRs. Verato's solution immediately reduced duplicates which translates to saved person hours. And the process was plug-and-play.

Gary Melville, Director of Integration Engineering  
Intermountain Healthcare

# Succeed with the identity experts

## Achieve high-level performance with superior support

Managing identity data 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.

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.

### 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 and solutions
- Proactive 24x7 support



## Trusted

More than 80 of the most trusted brands in healthcare partner with Verato to manage a complete and trusted, single source of truth for patient, consumer, and provider data management, including:





**When you think about identity across all constituents, consumers, employees, workforce, and external parties - it's very important that the technology enables quality and adaptiveness for the transformation. Verato does that for us.**

*Sophy Lu Barbieri, CIO, Northwell Health*



**Without stable and high-quality matching, pushing data around is meaningless.**

*Todd Rogow, CEO, Healthix*



**Verato enables us to break down the agency data silos and integrate all their disparate systems, as well as to identify and match all clients so that we can crosswalk the same client from one system to another, and measure the outcomes of those services.**

*Romy Singh, Systems Architect  
Fairfax County, Virginia*

## Accurate

- Highest match accuracy, from clinical to consumer
- Independently verified
- Unique, integrated Referential Matching technology
- Unparalleled national dataset

## Dynamic

- Next-generation, born-in-the-cloud, SaaS platform
- Seamless integration with EHRs and other core systems
- Real-time performance, fast time-to-value
- Comprehensive multi-domain platform scales to any use case

## Proven

- 75% of U.S. identities flow through Verato
- Trusted by more than 90 of the most respected brands in healthcare
- 99th percentile net promoter score
- Expert-driven 24/7 customer support

## Secure

- Continuous threat monitoring and testing
- Data encryption in flight and at rest
- Top industry certifications including HITRUST and SOC2
- HIPAA compliant, comprehensive BAAs

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**Verato enables digital engagement, clinical interoperability, cloud migration, and provider data integrity by solving the problem that drives everything else—knowing who is who.**

The Verato hMDM platform, the industry's first purpose-built healthcare master data management solution, enables a complete and trusted 360-degree view of patients, consumers, members, providers, and communities. Over 90 of the most respected brands in healthcare rely on Verato to connect, identify, enrich, manage, and activate person and provider data across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

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