

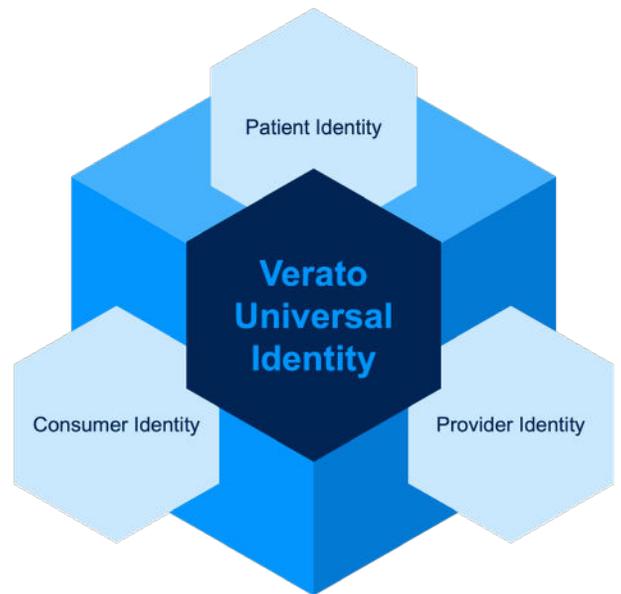
Verato Universal Identity

The industry's first hMDM platform: data management redesigned for healthcare



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.

The Verato Universal Identity™ platform introduces the industry's first hMDM, the next generation MDM for healthcare, to enable a complete and trusted single source of truth for consumer, patient, and provider identity. With Verato you no longer need to compromise by having to choose between antiquated, hard-to-manage and underperforming legacy EMPIs and complex, high-maintenance, generic MDM solutions. It uniquely addresses modern healthcare's complex, real-time consumer, patient and provider data management needs in one comprehensive cloud-native platform.



Identity A	Verato® Carbon™	Identity B
NAME Katherine Smith	NAME Katherine Smith	NAME —
—	Kathy Smith	—
—	Katherine Jones	Katherine Jones
DOB 1968-08-14	DOB 1968-08-14	DOB —
SSN —	SSN 456-78-9012	SSN —
PHONE (214) 456-5645	PHONE (214) 456-5645	PHONE —
—	(815) 987-4567	(815) 987-4567
ADDRESS —	ADDRESS 200 S Madison St.	ADDRESS 200 S Madison St.
—	200 Madison St.	—
123 Main St.	123 Main St.	—

Match

Referential Matching

The Verato Universal Identity platform leverages Verato Referential Matching®, allowing for unprecedented accuracy. Our highly-curated database of demographic data spans the entire U.S. population over a 30-year history. Together with proprietary algorithms, our technology 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identities and match people to their data with the highest accuracy rates in the industry — even when records contain out-of-date, incomplete, or incorrect demographic data.

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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:



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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