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How sturdy is your identity footing?

Accurate, trusted, enterprise-level identity data management is foundational to all of your data-driven strategic objectives.

Whether you're investing in better patient engagement, clinical interoperability, provider data management, or cloud transformation, failing to focus on getting identity right from the start will undermine your expensive and time-consuming initiatives. Complete and trusted person and organization data is a non-negotiable building block for:

Patient Engagement

Personalize outreach:
Leverage accurate and complete profiles, including enrichment data like contact information, SDOH, and lifestyle information.

Improve experiences:
Streamline digital interactions with accurate linking of data from disparate sources. Make identity verification frictionless and secure.

40%

40% of interactions with patients are now digital.[1]

60%

60% of younger patients will switch healthcare providers over a poor digital experience.[2]

90%

90% of patients no longer feel obligated to stay with healthcare providers that don't deliver an overall satisfactory digital experience.[3]

73%

73% of healthcare leaders rank excelling at customer (patient) experience as the most critical outcome for digital technology investments.[4]

Clinical Interoperability

Longitudinal records:
Link all information for a patient or member across all clinical and non-clinical systems.

Care coordination:
Send and receive patient and member information within and outside your organization.

Real-time insights:
Facilitate timely decision-making informed by complete and trusted data.

The average hospital has **16** disparate EMR vendors in use at affiliated practices.[5]

An average clinic has up to **14%** of records implying incorrect patient data.[6]
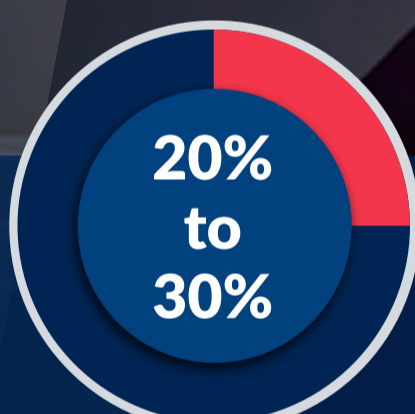
Provider Data Integrity

Error reduction:
Eliminate discrepancies in provider data for billing and provider directory.

Trustworthiness:
Maintain a single source of truth.

Relationship management:
Support provider recruiting and strengthen existing relationships with accurate, up-do-date information.

20% to 30%

20-30% of physicians change affiliations each year.[7]

30%+

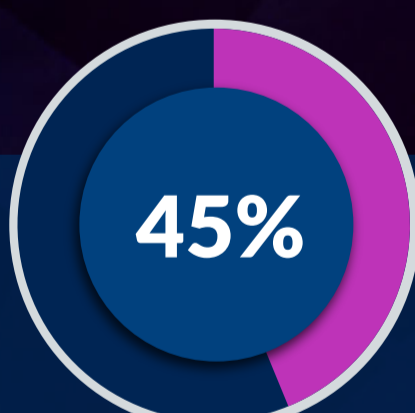30%+ provider records have inaccurate or missing NPI numbers.[8]

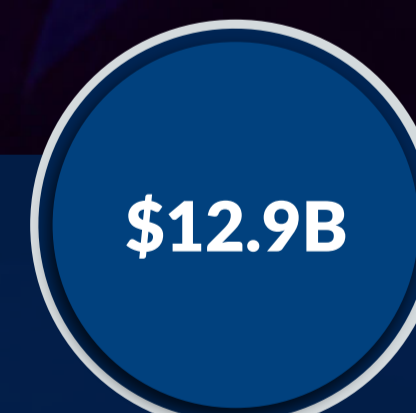## Cloud Transformation

Data integrity:
Fully realize major investments in cloud computing, AI, and advanced analytics with complete and trusted data. Eliminate problems of 'garbage in, garbage out.'

Enterprise accessibility:
Ensure secure, accurate, complete data for people and organizations is accessible anywhere, anytime.

45%

45% of healthcare organizations report that new tools, technologies, and applications they want to deploy are only available in the cloud.[9]

$12.9B

In 2024, healthcare provider organizations will spend **$12.9B** on cloud-based infrastructure services.[10]

To what extent have you solved the problem that drives everything else—knowing who is who?™

Discover how your organization stacks up, and specific steps you can take to shore up your identity data management foundation.

Take the online assessment:
https://bit.ly/3xCP30M

Steps on the Verato Identity Data Management Maturity Model curve

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