# Are you ready for a data deluge?

There is an imminent crisis looming over the healthcare industry. Organizations face growing challenges managing patient data, which is becoming increasingly voluminous and complex. New research finds that many healthcare organizations are not completely prepared to meet the requirements of the 21st Century Cures Act or handle the associated data influx.

Nearly all industry experts agree that the anti-blocking rule embedded in the 21st Century Cures Act will significantly raise the amount of data that flows between organizations within the healthcare industry.

98%

98% of healthcare executives expect an increase in data requests from other organizations.

97%
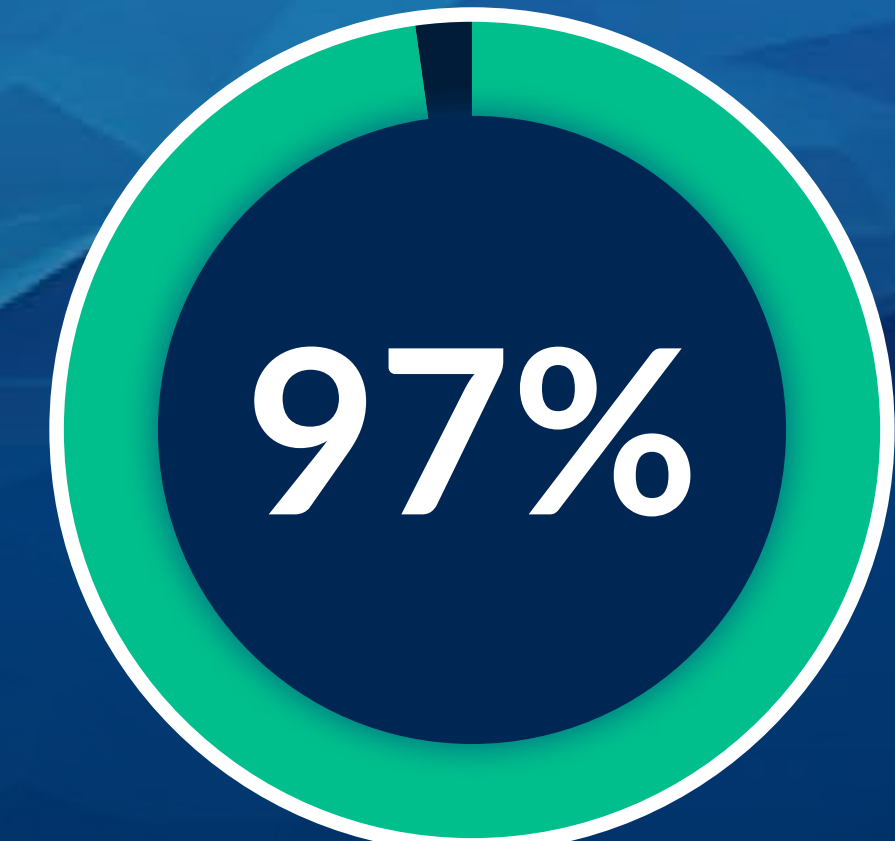
**97%** predict an increase in data coming into their organization from external sources.

The impending data explosion will be too much to handle without significant intervention in the interim. Failure to successfully ingest, match, retrieve, and use patient data from a diverse set of sources threatens to negatively impact overall patient care, outcomes, and the organization's ability to survive and thrive.

22%
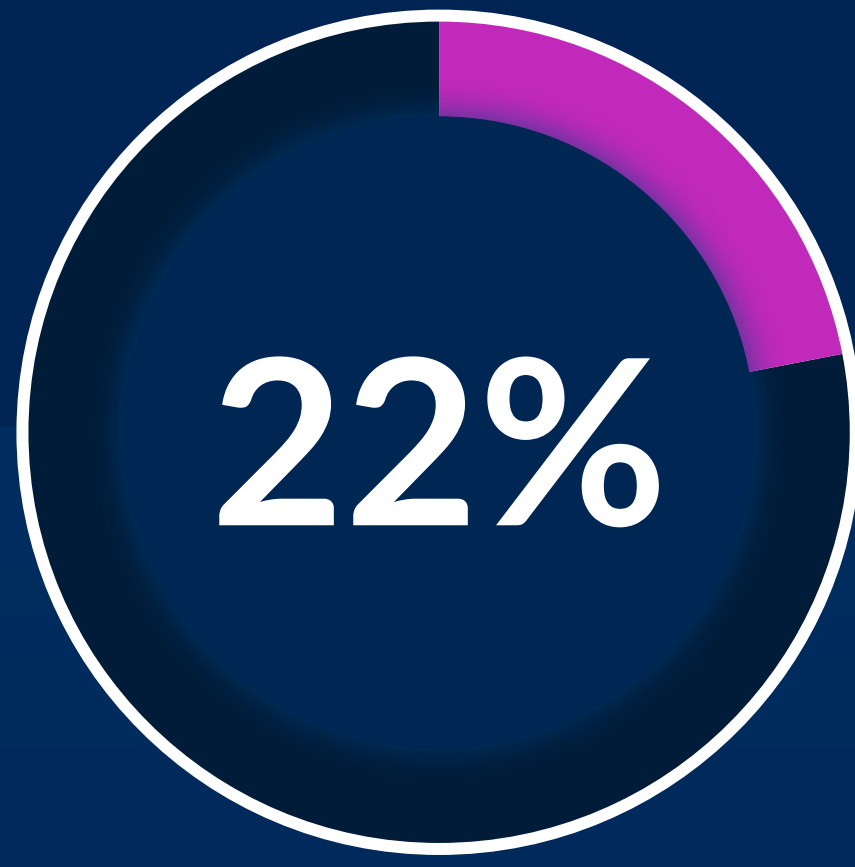
Only **22%** of organizations feel "completely prepared" to handle the expected influx of patient data and data requests.

97%
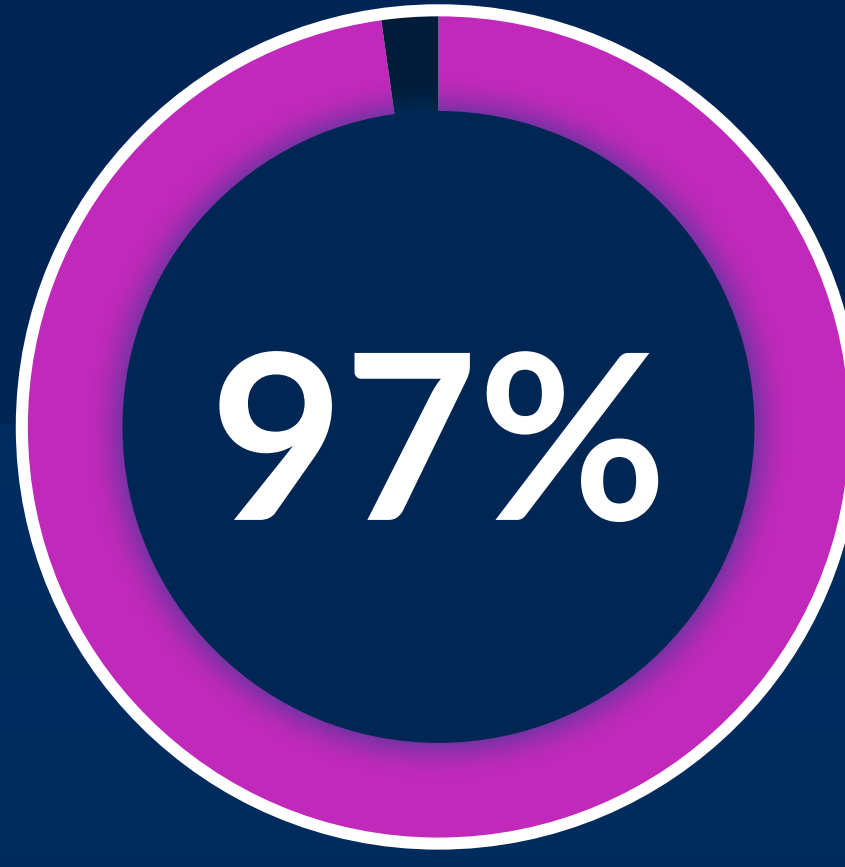
97% see future negative impacts of poor data management as the amount of data coming into their organization increases—including poor patient outcomes, deterioration in care quality and more difficult billing.

57%
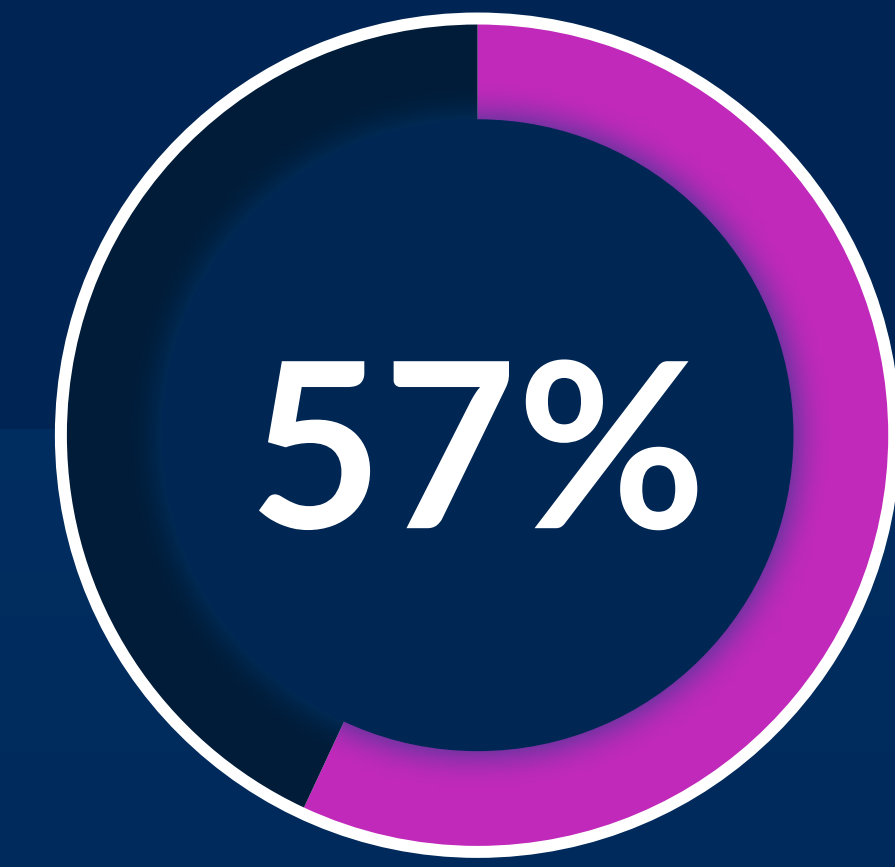
57% believe that **patient data matching errors will result in a healthcare crisis** within the next 5 to 10 years.

92%

92% say successful **patient data matching** is extremely or very important in accomplishing their strategic initiatives.

49%
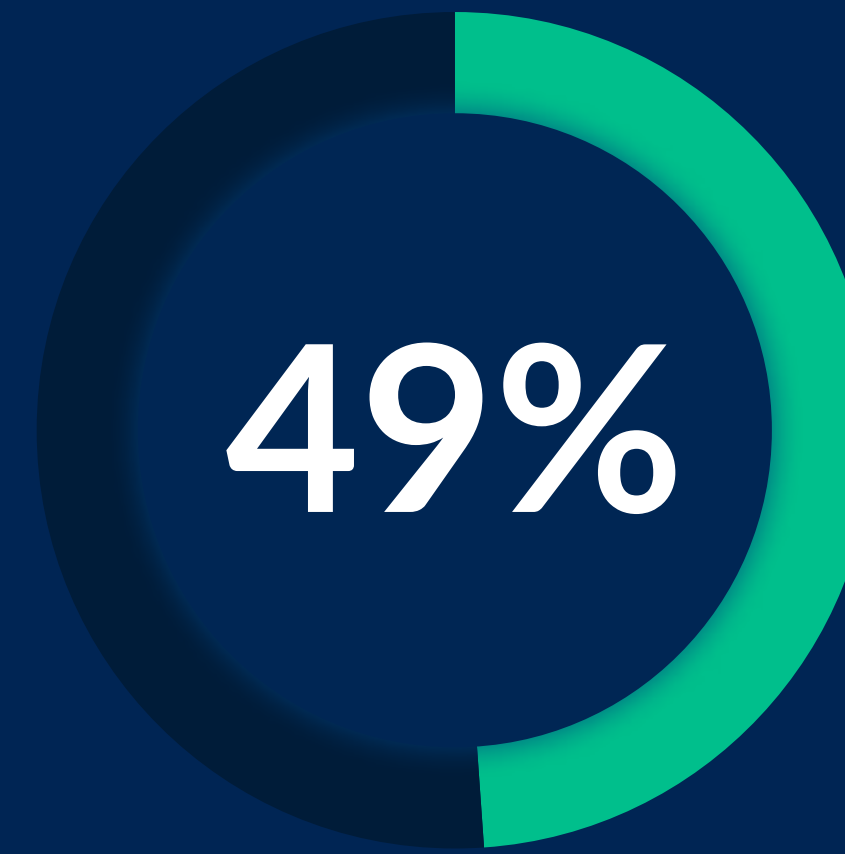
49%, say their patient **data is still stored** in **fragmented, siloed systems.**

Patient data matching

Is a critical process in healthcare technology that involves accurately linking all the available data within and across data sources to the appropriate person (e.g., patient, member, consumer). This process ensures that every individual has a single, accurate and comprehensive health record,

thereby facilitating informed decision-making and improving patient care and experiences.

Today, healthcare organizations realize they're behind the 8-ball when it comes to being able to manage data in the ways the law requires.

61%
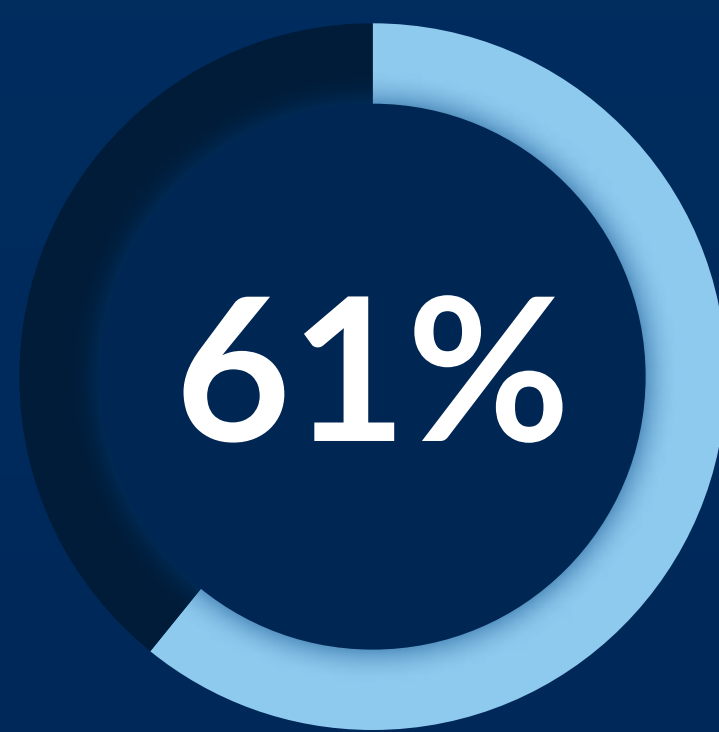
61% of surveyed organizations have invested a great deal of effort and resources into meeting the requirements of the Cures Act...

36%
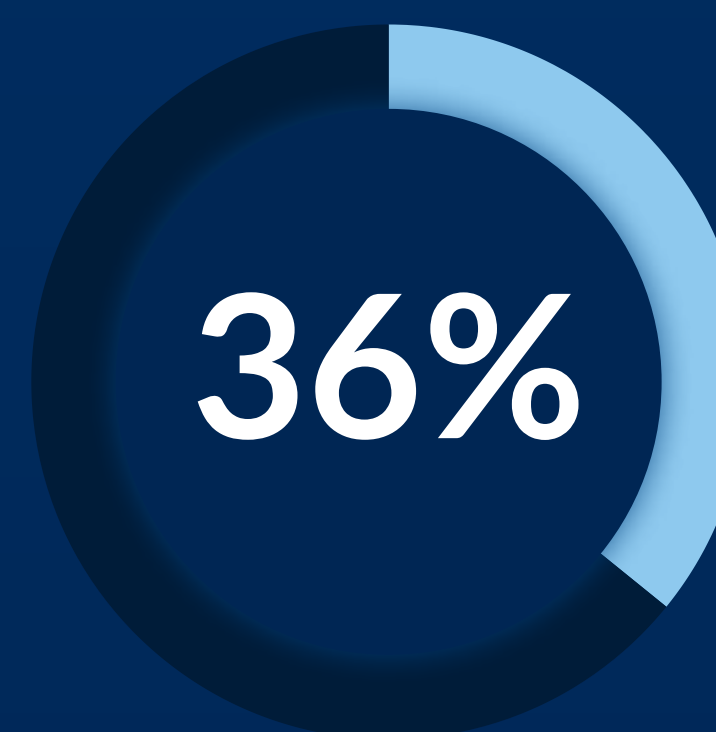
...but only **36%** report having the necessary comprehensive data quality programs in place to do so.

Unsure if you're ready for the next level of patient and person data management that will be required to stay afloat? Verato can help. To learn more about how Verato solutions can help your organization meet compliance and handle the incoming increase in data visit:

[Book a Strategy Session]

A note on methodology: Data is from a survey, commissioned by Verato and conducted by Big Village, that collected data from 197 executives from hospitals, health systems, and payers in the U.S. Survey respondents all have an active role in managing patient data at their respective organizations and were also involved in managing their organization's patient data linkage, connections, storage, management and utilization by healthcare professionals.

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. With a secure enterprisewide single source of truth for identity, Verato ensures that you get identity right from the start.