verato®

Verato
hMDM™

Unprecedented identity intelligence starts here

Powering exceptional experiences

Verato hMDM™ powers exceptional experiences everywhere by solving the problem that drives everything else — **knowing who is who™.** By driving a complete and trusted single source of truth for identity intelligence, enterprises achieve high-fidelity data and interoperability to power their most strategic data-driven initiatives. Knowing who is who is the foundation for delivering exceptional experiences — the ultimate game changer for acquiring and retaining customers, enhancing brand reputation, competing in the market, and driving growth.

> " 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*

The next generation of MDM

Verato hMDM™, the next generation of master data management (MDM), delivers unprecedented identity intelligence by uniquely combining extraordinary identity resolution and enrichment with identity verification, AI-powered data governance, and advanced insights. In stark contrast to other MDM toolsets, Verato re-imagines MDM to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed to value, enterprise-grade performance, and customer success.
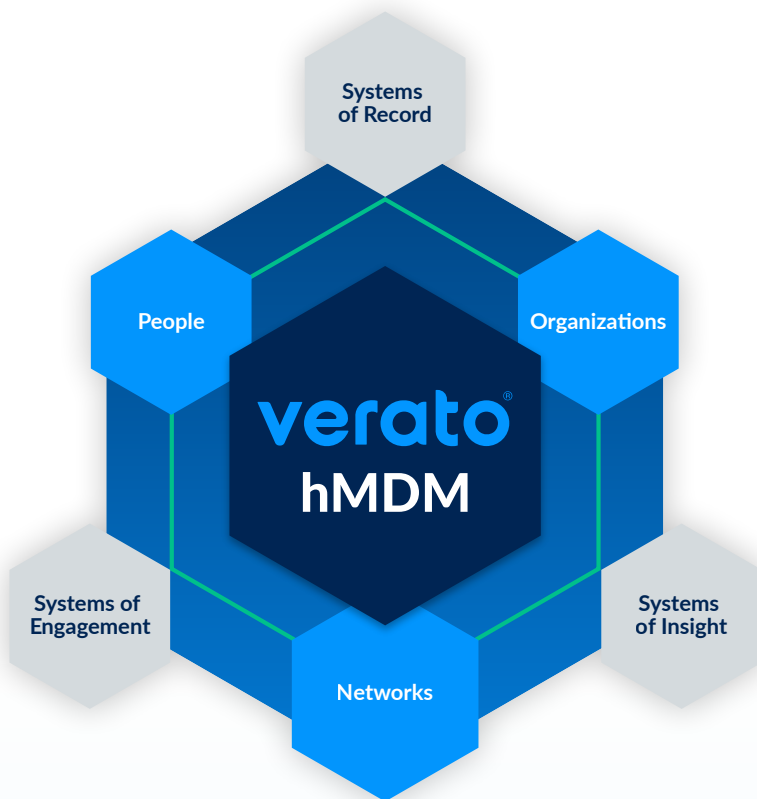
The single source of truth for identity intelligence — delivering complete and trusted 360-degree views of people, organizations and networks across ecosystems. Powering exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who.

Purpose-built and nimble to deliver unmatched

Speed to Value | Enterprise Performance | Customer Success

> **" Identity is the origin point for 99% of problems. Working with Verato, we are able to achieve unparalleled accuracy, transforming identity data into a strategic advantage that drives smarter decisions, enhances security, and creates better experiences for our patients and communities. This is the future of trusted, data-driven innovation. "**
>
> *Aaron Miri, Executive Vice President and Chief Digital Information Officer, Baptist Health of Jacksonville*

Why it matters

As digital transformation and AI progress at lightning speed, healthcare organizations find themselves data rich and insights poor. Digital transformation's promise to drive better experiences and business performance is falling short.

Data is often trapped in silos across disconnected systems of record such as ERPs and EHRs, systems of engagement such as CRMs, and systems of insight such as cloud data platforms. These systems cannot integrate seamlessly without a single source of truth for identity, making it impossible to share and consume complete and trusted 360-degree views of people, organizations, and networks.

That's why Verato hMDM™ is purpose-built to drive organizations' most strategic data-powered initiatives:

Customer 360: Verato hMDM™ delivers extraordinary identity resolution accuracy, real-time identity verification, and native data enrichment to drive complete and trusted 360-degree views of patient and member journeys.

Enterprise Analytics: Verato hMDM™ delivers native data enrichment and intelligent cohort and audience building to drive self-service analytics for customer acquisition, retention, and business development strategies.

Artificial intelligence: Verato hMDM™ delivers high-fidelity data to AI agents, generative AI models, and data platforms like Snowflake®, BigQuery®, Salesforce®, and more, to drive AI-ready data across your enterprise.

Interoperability: Verato hMDM™ delivers the industry's highest matching accuracy, coupled with healthcare-specific data models and frictionless connectivity, to drive interoperability across siloed data sources and complex ecosystems.

Cloud transformation: Verato hMDM™ delivers a purpose-built and nimble platform with enterprise-grade scalability, performance, and security to drive unmatched speed-to-value for cloud-transformation initiatives.

> **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*

Redefining MDM

We partner with our customers to deliver the single source of truth for identity intelligence.

- **Connect** frictionlessly and securely to all disparate systems of record, systems of engagement, and systems of insight.

- **Identify** who is who across all systems with extraordinary accuracy to build 360-degree views of people, organizations, and networks.

- **Enrich** the 360-degree view of people, organizations, and networks with Verato-supplied attributes to gain more insight and enable more tailored next-best-actions.

- **Manage** and govern your data to create complete, trusted, and use-case driven golden views of data and relationships — and synchronize this data across the enterprise.

- **Activate** your data by delivering identity intelligence across the enterprise to power exceptional experiences everywhere — the ultimate game changer for acquiring and retaining customers, enhancing brand reputation, competing in the market, and driving growth.

verato® hMDM

Connect
Identify
Enrich
Manage
Activate

Unprecedented identity intelligence

Verato hMDM™ defines the next generation of MDM capabilities:

> **Without stable and high-quality matching, pushing data around is meaningless.**
>
> *Todd Rogow*, CEO, Healthix

- **Extraordinary identity resolution accuracy:** Independently verified to be 24% more accurate than other entity resolution algorithms, leveraging our patented approach to referential matching.

- **Native data enrichment:** Powered by our highly curated national datasets and intelligent data science to augment person, organization, and network attributes for complete 360-degree views.

- **Digital identity verification:** Real-time identity verification, powered by CLEAR®, provides frictionless identity proofing and secure access for employees and customers.

- **AI-powered data governance:** Designed to automate and execute governance policies and workflows for your industry best practices and use cases.

- **Advanced out-of-the-box insights:** Intelligent cohort and audience building power customer acquisition, retention, and business development strategies.

CLEAR® is a registered trademark of Secure Identity, LLC. Neither Verato nor its services are sponsored by, endorsed by or otherwise affiliated with Secure Identity, LLC.

Frictionless and secure data integration

Deploy in weeks and quickly integrate with your data

Frictionlessly and securely integrate your disparate systems of record, systems of engagement, and systems of insight — with modern web-services APIs, a multi-cloud strategy, connectors for HL7® and FHIR®, and pre-built apps and accelerators for platforms like Salesforce®, Snowflake®, and BigQuery®.

Modern APIs and batch connectors
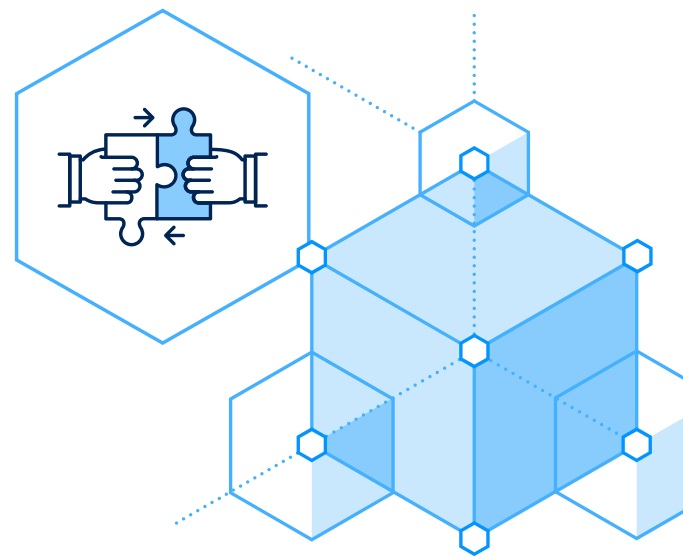
Frictionless integration to any application.

Pre-built apps and accelerators

Pre-built apps and accelerators for Salesforce®, Snowflake®, BigQuery®, and other CRMs and Cloud Data Platforms.

Healthcare connectors

HL7® and FHIR® ensure seamless integration with EHRs like Epic®, Oracle Health®, Athenahealth®, Allscripts®, and others.

Outbound notifications

A modern publish/subscribe architecture enables automatic data synchronization with downstream systems and enables data sharing for organizations that want to exchange data about their patients, members, clinicians, or other identities with each other.

Integration methods	Apps and connectors
REST API	salesforce
Batch	snowflake
Pub/sub	databricks
List extract	aws
FHIR	Google Cloud
HL7	Azure
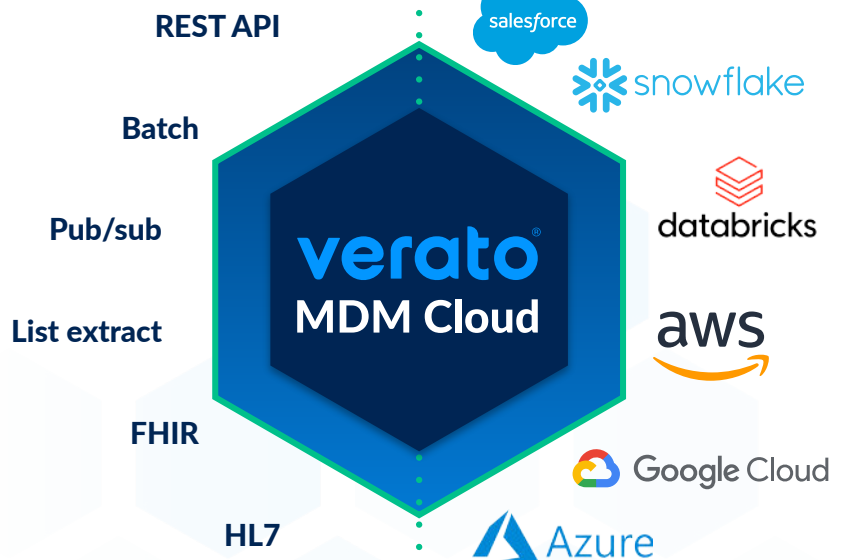
verato® MDM Cloud

Extraordinary accuracy

verato®

Build a 360-degree view of people and organizations with extraordinary accuracy

Verato hMDM™ is the only MDM platform with Verato Referential Matching®, real-time digital identity verification, and the ability to integrate and match lower quality sources without sacrificing match integrity. Simply put, Verato hMDM™ sets the new gold standard in identity data matching for people and organizations.

Verato Referential Matching®

- Industry-leading and independently-verified match accuracy that is 24% more accurate than alternatives, leveraging an AI-powered patented approach to referential matching.
- Utilizes our highly curated national databases and probabilistic algorithms to deliver out-of-the-box accuracy, without requiring extensive tuning or configuration.
- Proven across hundreds of healthcare organizations across the country.
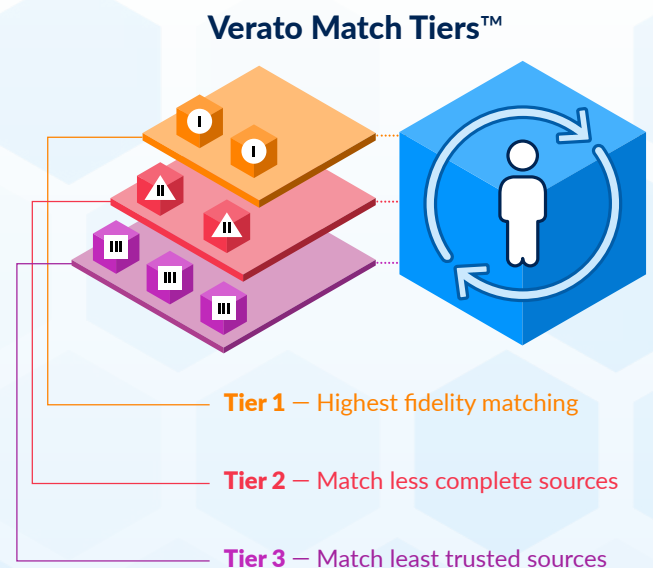
Digital identity verification

- Real-time identity verification, powered by CLEAR®, provides secure, frictionless identity proofing and secure access for employees and patients.
- Supports IAL2 to ensure compliance with regulatory requirements.

Verato Match Tiers™

- Works in tandem with Verato Referential Matching to maintain match integrity even when integrating and matching data from sources that are less trusted, less complete, or have lower quality.
- Without Verato Match Tiers, organizations would have to choose between either sacrificing their match integrity, not integrating lower quality sources into their MDM, or having multiple additional "single sources of truth" outside of their MDM that use different matching algorithms.

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

MATCH

Verato Match Tiers™

Tier 1 — Highest fidelity matching

Tier 2 — Match less complete sources

Tier 3 — Match least trusted sources

CLEAR® is a registered trademark of Secure Identity, LLC. Neither Verato nor its services are sponsored by, endorsed by or otherwise affiliated with Secure Identity, LLC.

Native data enrichment

Gain a wide array of data to complete your view of people and organizations

Powered by our highly curated national datasets and intelligent data science, enrich your 360-degree views of people, organizations, and networks with Verato-supplied attributes to gain more insight, enable more tailored next-best-actions, and understand which patients or members have the highest propensity for needing high-value service lines and products.

Outreach data

Target patients, members, consumers, and clinicians with better outreach data, like phones, emails, and addresses.

Consumer profile data

Gain insight into socioeconomic and psychographic attributes like income levels, charitable donor behavior, household distributions, interests and affinities, and more, to power audience building and drive growth.

Address verification

CASS-certified verified address, for real-time and analytical use cases, including deliverability, ZIP+4, and geocode.

Intelligent data science

Understand which populations may be food insecure, be housing insecure, need access to transportation, and more, with out-of-the-box propensity models, purpose built for healthcare.

Provider network attributes

Gain insight into affiliations, specialties, practice addresses, and more, to fill in the gaps in your provider data for operational use cases, and to gain provider network intelligence for analytical and strategic use cases.
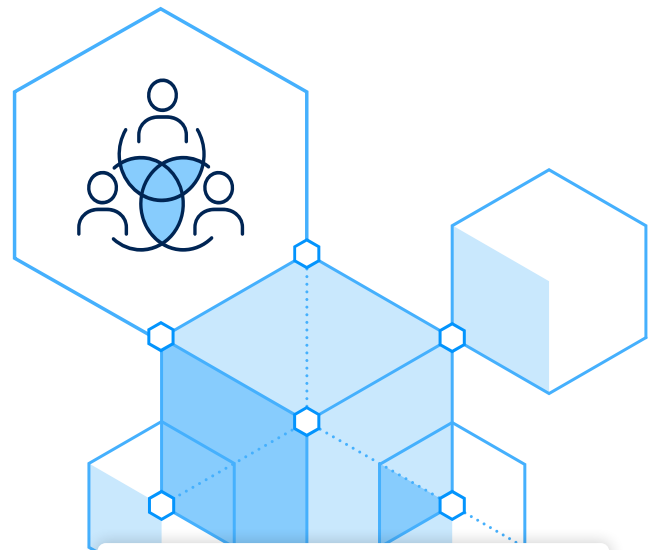
Cohort Person Enrich

Find a Field · Search Options

Start typing to search

All Fields · In Use

Enriched Demographics

DIMENSIONS
- Address
- Behavioral / Lifestyle
- Demographic
- Donor Propensity
- Economic
- Enriched Address
- Enriched Email
- Enriched Identity Information
- Enriched Name
- Enriched Phone
- Enriched Physical Description
- Housing
- Identity Information
- Name
- Person Email
- Person Phone
- Physical Description

224 fields | 224 displayed

AI-powered data governance

verato®
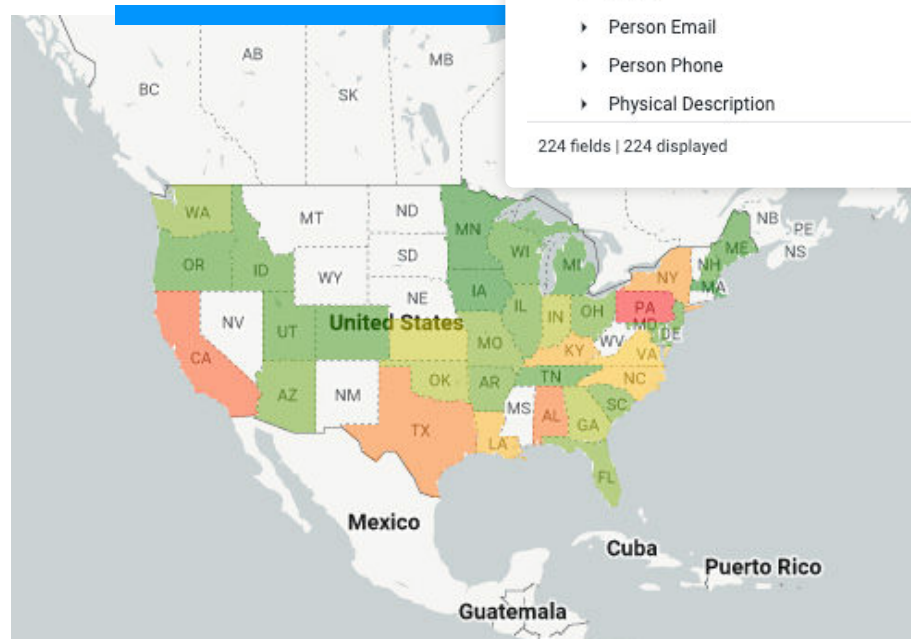
- **Pre-built healthcare data models**
- **Zero-code extensibility**
- **Real-time unique ID assignment**
- **Smarter golden views**
- **AI-powered governance**
- **Stewardship workflow orchestration**
- **Authoring of master data in the UI**

Best-in-class data management, governance, and stewardship – built for the modern age

Verato hMDM™ is purpose-built to deliver value out-of-the-box, with intelligent automation allowing organizations to "set it and forget it." But for organizations that do want fine-grained configurability, management, governance, and stewardship, Verato hMDM™ has modern, powerful workflows and a rich user interface built for the needs of today's administrators, stewards, and analysts.

Verato Entity 360™

- A robust data model and configurable user experience that enables more holistic 360-degree views of people and organizations.

- Incorporates your own mastered data and Verato's native enrichment data.

- Includes pre-built data models for patients, members, clinicians, and more, with zero-code extensibility.
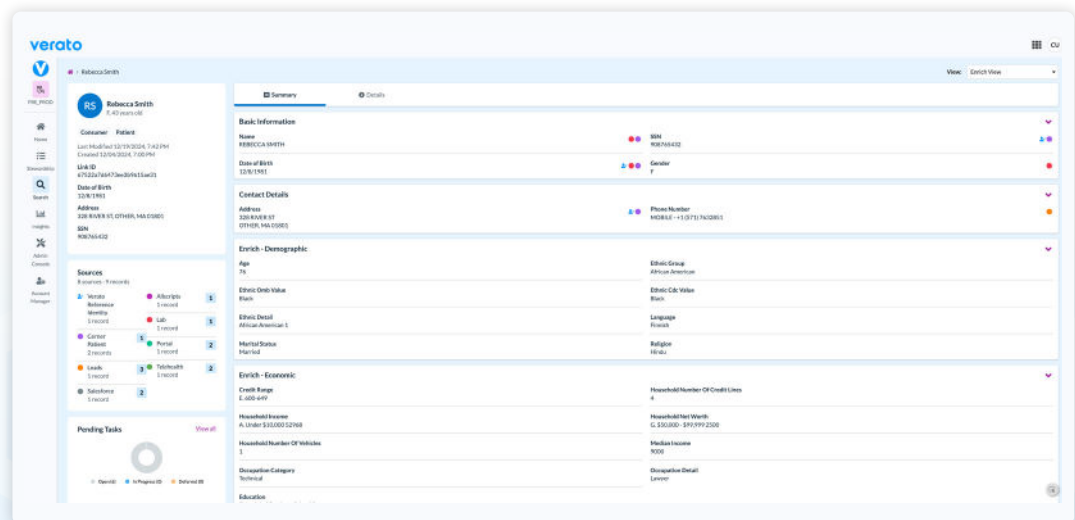
Verato Smart Views™

- The next-generation of golden records.

- Delivers complete, trusted, enriched, and use-case driven golden views of data and relationships to the applications and workflows that need them.

Verato Managed Records™

- Author and govern master data directly in the Verato user interface.
- For example, edit a patient's consent and preferences data, or centrally manage and update a provider's data.

Verato Smart Steward™

- AI-powered stewardship delivers even higher and more automated matching accuracy, providing recommendations on stewardship and governance decisions.

Verato Relationships™

- Automatically group identities into households, and understand the relationships between clinicians and facilities.

Advanced insights, out of the box

## Actionable analytics, reporting, and intelligence

Verato hMDM™ delivers unprecedented intelligence about people, organizations, and networks to power acquisition, retention, and business development strategies. From interactive reports about data quality, to pre-built propensity models for your populations, and even out-of-the-box insights into provider networks and affiliations, Verato hMDM™ goes beyond simply mastering data to truly delivering data intelligence.

Verato Cohort Analyzer™

- A powerful reporting and insights layer that enables you to understand and activate master data by creating, analyzing, and extracting cohorts of people and organizations.

- Deeply integrated with Verato enrichment data to enable smarter audience segmentation and more effective outreach.

Population intelligence™

- Pre-built, out-of-the-box analytic models that leverage your own master data and Verato's enrichment data to deliver insight into your populations.

- Understand which populations are food or housing insecure, which populations have a higher propensity to donate, which populations are in your target growth zip codes — and even which populations have the highest propensity for needing high-value service lines and products.

- Gain better outreach data for these populations to power acquisition and retention.
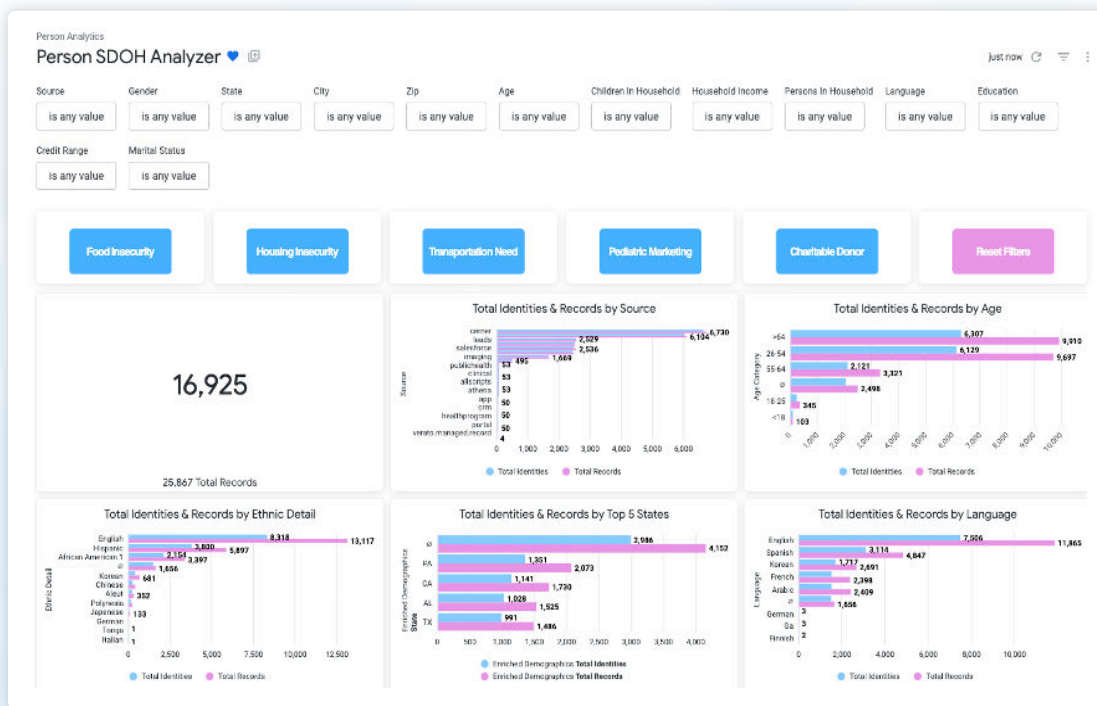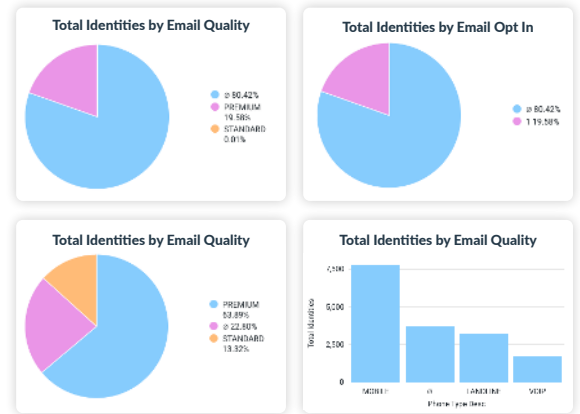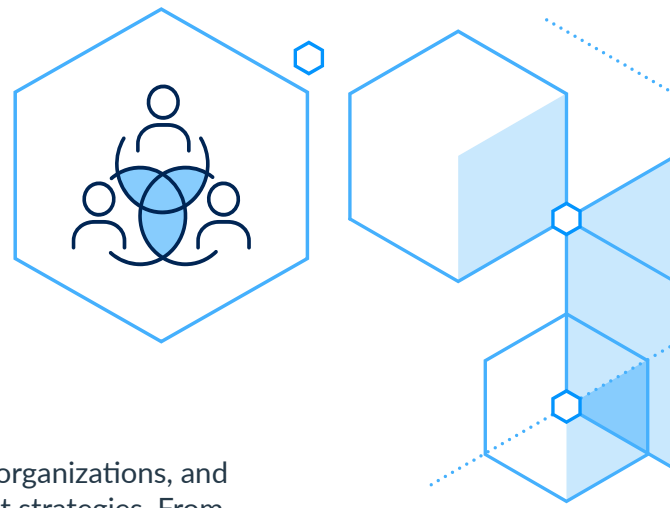
Provider network intelligence

- Verato hMDM™ enables you to understand affiliation and service volume information for more accurate network analytics. Analyze provider networks and referral patterns across not only your mastered data, but across entire service geographies.
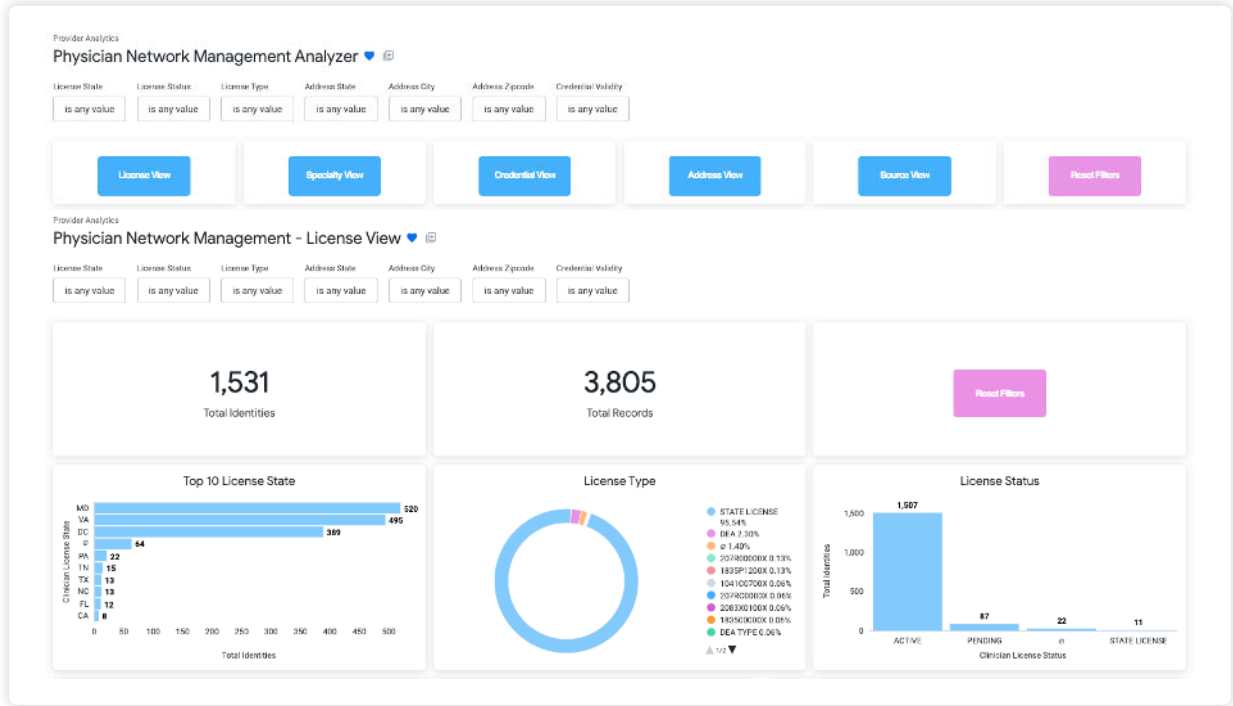
Insights where you need them

- A web user interface enables self-service insights for data analysts.
- An identity data platform enables analytic use cases in your own data environments.
- Data synchronization ensures the best version of your data is propagated from Verato into any workflow or data platform.

> " Since installing Verato, VITL has demonstrated a cohort match rate increase from about 65% to greater than 95%. "
>
> *VITL 2021 Annual Report*

MDM reimagined

The only MDM that is purpose-built and nimble

Verato hMDM™ can deliver instant value to organizations anywhere on the MDM maturity curve — from those simply wanting to augment an existing solution with better identity resolution, to those wanting to deploy a nimble MDM for specific use cases or business functions, to those wanting a fully configurable MDM platform that delivers intelligence across the enterprise.

Unmatched speed to value

- Rapid payback with typical ROI less than four months from go live.
- Extraordinary identity resolution accuracy without extensive tuning or configuration.
- Pre-built data models, pre-configured workflows, and out-of-the-box insights.
- Future-proof platform that allows organizations to focus on high-value use cases out of the gate.

Enterprise-grade performance

- Enterprise scale: over 75% of the US population flows through Verato today.
- Frictionless connectivity for rapid integration, including pre-built adapters for Snowflake®, BigQuery®, Salesforce®, and other CRMs and cloud data platforms.
- Proven performance at scale, routinely supporting customers with 100M+ identities and 10M+ transactions per day.
- HITRUST, SOC 2, PCI, IAL2.

World-class customer success

- Net Promoter Score (NPS) in the 99th percentile for enterprise software.
- Identity experts with 100s of years of cumulative experience.
- Deep subject matter expertise across providers, payers, HIEs, life sciences, HHS organizations, and beyond.
- Comprehensive customer success plan.

Trusted everywhere

Ready to get started?

Explore how Verato hMDM™ can drive your most strategic data-powered initiatives such as customer 360, enterprise analytics, artificial intelligence, interoperability, and cloud transformation.

Go to verato.com/hmdm

verato

Verato® , the identity intelligence experts, powers exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who. Verato MDM Cloud™, the next generation of master data management, delivers unprecedented identity intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines master data management to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed-to-value, enterprise grade performance, and customer success. More than 75% of the US population flows through Verato, powering a single source of truth for identity across the critical industries of healthcare, life sciences, financial services, public sector, and beyond. For more information, visit **verato.com.**