

Verato Enrich: Elevate your Data

Fill in the gaps for a complete view



The Challenge

Healthcare organizations struggle with missing data and data quality impacting care delivery, retention, acquisition, and operational costs.

Often healthcare IT and data analytics teams are burdened with procurement and quality management for supplemental data

Managing multiple 3rd party data sources and incorporating that data meaningfully into patient and provider data to use to drive business and analytic workflows is time-consuming, resource-intensive, and extremely costly for an organization.

SDOH is a focus for many health organizations because these factors contribute up to 80% of overall health outcomes. Organizations want to leverage SDOH information and incorporate that data into their segmentation, outreach, and analytics to better serve their populations.

The Solution

Verato Enrich empowers healthcare organizations by enabling a more complete view of your patients, members, customers, and providers with domain-specific supplemental data natively integrated with the Verato hMDM platform to support analytics, care delivery, and engagement.

Verato Enrich fills in gaps across your population to support analytics, care delivery, and engagement initiatives.



Domain specific data enrichment:

- Outreach
- SDOH
- Provider



Address verification across domains:

- Deliverability
- Geocoding (latitude/longitude)
- Meta data such as residential and vacant indicators



Integrated with Verato Cohort Analyzer:

- Slice and dice your data by Enrich attributes
- Create, analyze, and activate cohorts natively in Verato UI

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Enrich for Outreach

Drive growth with existing and new patients

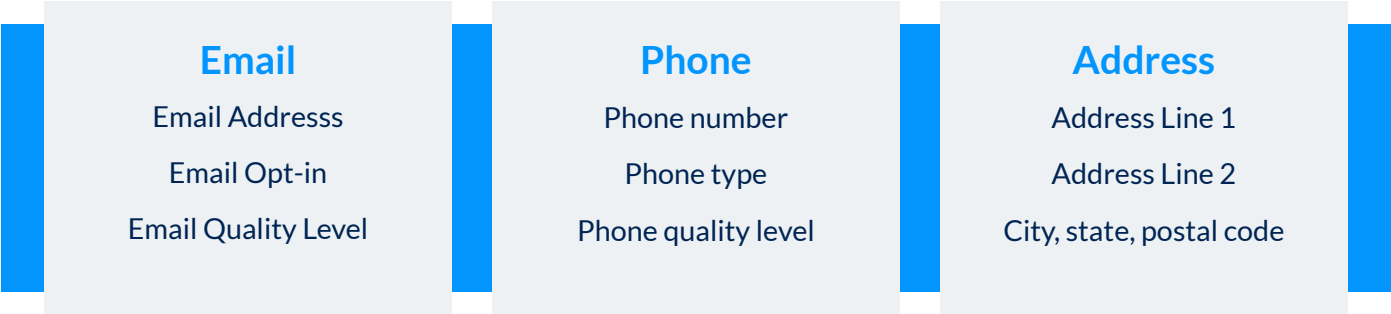
Outreach provides supplemental contact and demographic data aggregated across multiple sources and seamlessly linked with identities managed by Verato.

- Streamline data procurement and quality management
- Connect additional data with the correct person by leveraging the identity management capabilities of Verato.
- Reduce the operational burden on your IT and data analytics teams.

Ensure more effective outreach to populations to drive growth and better manage their care.

Improve retention and acquisition by building out contact lists based on current email and phone numbers for better reach and higher engagement.

- Marketing
- New Patient Outreach
- Existing Patient engagement



Enrich for SDOH

Fill in the gaps for a complete picture of your population to better understand how their daily life impacts their mental and physical health.

Verato offers lifestyle, interests, financial, and demographic supplemental data that has been aggregated across multiple sources and can be linked with identities managed by Verato.

Verato Enrich for SDOH integrates SDOH data into your analytics and processes to enhance care outcomes, retention, and satisfaction.

Better outcomes, retention, and acquisition by building out target lists based on SDOH attributes to drive engagement.



Food and Housing Insecurity Programs and Services



Bolster care management



Patient care communications



Support population health



Address health equity

Demographics

- Education
- Marital status
- Race/Ethnicity
- Religion
- Primary address

Interests

- Exercise and Sports
- Dieting and health
- Reading affinity
- Tobacco use
- Pet ownership

Economic security

- Occupation
- Household income
- Credit range
- Education

Social context

- Household composition
- Housing type
- Car ownership
- Home ownership





Enrich for Address Verification

Improve operational efficiency and reduce costs associated with undeliverable or incorrect address type data.

Gain confidence in your address data with CASS-certified address verification to improve outreach, understand proximity to care, and facilitate billing.

Verato offers CASS-certified real-time address verification, which verifies and enriches address information directly in our platform ensuring the validity, deliverability, and precision of addresses.

Addresses are:

- Verified to indicate if the address is considered valid by the US Postal Service, critical when using addresses to send patient or provider communications.
- Geo-coded with latitude and longitude coordinates to facilitate proximity-based analytics.
- Supplied with additional metadata to augment the details of their addresses or use those details to link in additional data sets that might have aggregate information about people living in those census tracts or counties.

Support Patient Outreach for improved retention and acquisition by ensuring addresses are deliverable.

- Sending bills
- Sending EOB statements
- Sending marketing materials



Large Texas based health system uses Verato to generate a comprehensive patient view for its marketing initiatives and uses Verato Enrich enabling a 360-degree view of the patient with the highest accuracy in the industry with enriched outreach and SDoH data for their service zip codes to build out the models and tag each person according to those segment models, and then use those tags in Salesforce to inform their engagement campaigns. With Verato to power their marketing analytics from Salesforce to optimize conversion to new and existing patients.

- **35% improved** conversion across marketing campaigns
- **24% improved** email click through rate

Provider outreach for reduced cost and operational efficiency ensuring mail is routed appropriately to the clinical or residential address.



Sending marketing materials



Sending results/clinical information



Mandatory statements or notifications



Proximity-based analytics



Join data sources together by zip+4



Growth analytics

Verification

Zip+4

Address deliverable

Meta Data

Business or residential

Multi-dwelling

Vacant

Geolocation

Latitude

Longitude

Census tract

County





Enrich for Provider Core

Improve operational efficiencies and workflows across your organization.

Verato Enrich for Provider Core helps you fill in missing gaps of critical information across all your providers ensuring the most accurate and complete data is powering your workflows across referrals, outreach, and analytics.

Verato provides supplemental data that has been aggregated across multiple sources and can be linked with provider identities managed by Verato.

Care delivery for improved patient and member experiences.



Care coordination



Scheduling



Find a doctor

Relationship management for better provider retention and acquisition.



Outreach



Recruiting

Analytics for growth and operational excellence



Performance reporting



Adhoc reporting

Demographics

Name
Phone Number
Email Address
Gender
Address

License

License Number
NPI
DEA number
State registration
Specialty
Disciplinary info

Specialty

Primary specialty
Secondary specialty
Area of expertise

Organization

Name
Legal name
Parent name

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.



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