# Improving data integrity for better patient experiences

## Executive summary

Northwell Health constantly innovates to deliver exceptional patient experiences. Prior to launching a new patient-facing application, Northwell worried about internal data integrity issues leading to a poor experience for patients in the portal if information was missing or delayed. To resolve this, Northwell:

- Deployed Verato Auto-Steward® to remediate data issues

- Reduced manual task review queue by 87%

- Shifted staff from manual, tedious work to higher-value projects

## Challenges

Northwell Health is New York state's largest healthcare provider, serving over 2 million patients. Northwell has undertaken many initiatives to engage patients even before they enter the system, including launching a new patient application. Behind the scenes, Northwell was experiencing what any organization of their size experiences — duplicate patient records resulting from disparate data sources and applications. Northwell implemented technologies and processes including an EMPI to help improve its patient matching, however the EMPI was not cutting it, resulting in a growing queue of tasks. Not addressing this growing number of duplicate records, threatened to increase claims denials, decrease care quality and patient safety, and reduce patient and clinician satisfaction.

**Northwell Health®**

**2M+**
patients

**66,000**
employees

**18,500+**
physicians

"Since Verato Auto-Steward helps us to resolve potential duplicates quickly, we greatly reduce the risk of having duplicate records in our active patient population, which improves the overall patient experience."

– Keely Aarnes, IT Director

**verato**

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## How Verato helped

Verato Auto-Steward is a cloud-based service that harnesses a powerful new matching technology called Referential Matching™. Northwell simply plugged Verato Auto-Steward into its EMPI to automatically resolve its "potential duplicates" without disrupting existing processes or technologies.

## Results

By using Verato, Northwell resolved 87% of its growing queue of "potential duplicates." Northwell is using Verato to ensure duplicate records stay at an all-time low and aid in delivering the right information to the right patient at the right time. As staff are freed from duties related to resolving duplicate records, they have shifted to training on properly creating records and preventing duplicates from occurring.

**"Potential duplicate" queue**

**87%**
Reduction

Before Verato                    After Verato
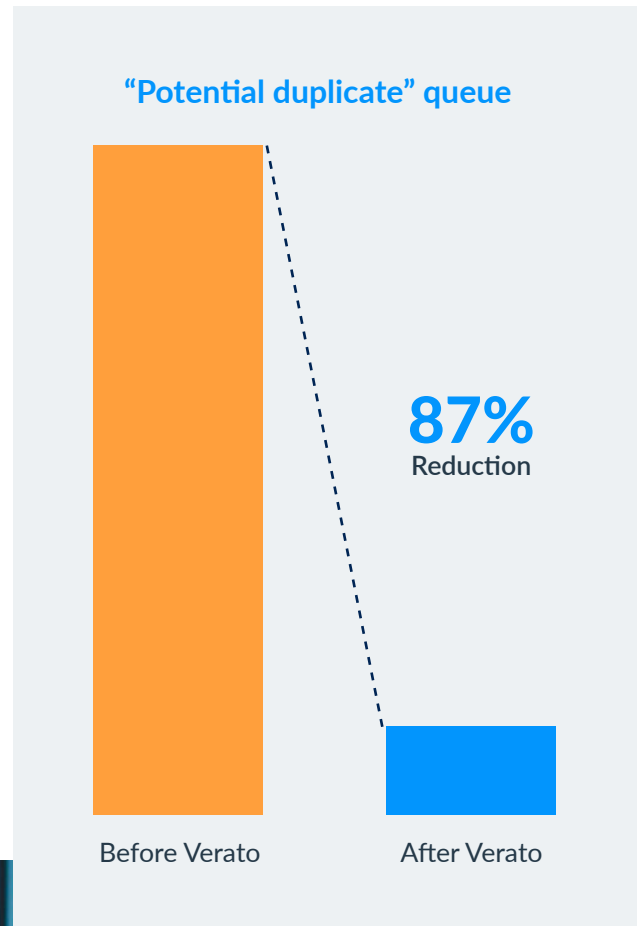
**Verato**, the identity experts for healthcare, enables smarter growth, improved care quality and efficiency, and better population health by solving the problem that drives everything else — knowing who is who. Over 70 of the most respected brands in healthcare rely on Verato for a complete and trusted 360-degree view of the people they serve to accelerate the success of their digital health initiatives and fully understand consumers' preferences, risks, and needs from the beginning and throughout their care journey. 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. With an enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

For more information, visit **verato.com**.

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