

# Verato Enrich™ for Patient Identity

Social determinants of health (SDOH) and demographic data for a more complete view of your patients and members



## The challenge

It is well established that critical factors beyond a patient's clinical history can substantially impact that patient's ability to access care and, by extension, their health and wellness outcomes. It is increasingly important for healthcare providers to acknowledge and understand these social determinants of health for each patient, and yet the information can be challenging to obtain.

## The solution

By enriching the data available for individuals--including social determinants of health--healthcare providers can better treat the whole person and meet pressing needs of the individuals they serve. And with more complete information across a population of patients, healthcare leaders can become better positioned to address and eliminate inequities in healthcare access and care that threaten vulnerable populations.

Verato Enrich is powered by the cloud-native Verato Universal Identity™ platform, to match and append enrichment data to your patient records--creating a more complete picture of those individuals throughout their care journey. Our proprietary matching technology means that data is appended directly to individual identities, making it easy to turn on and start seeing critical new information without additional matching.



### Address health equity

Append race and ethnicity data to better understand if you are disproportionately providing care to certain populations.



### Up your analytics game

Reveal key insights to understand clusters of people.



### Bolster care management

Deliver targeted care and wellness programs to individuals based on complete patient demographic data.



### Support population health

Verato integrates seamlessly with existing processes and systems with zero disruption.

#### 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

## The Verato difference

### Quick and easy

A simple add-on to Verato Universal Identity platform. Easy integration.

### Curated for healthcare

We understand healthcare and get you the specific data you need to address your high-value use cases.

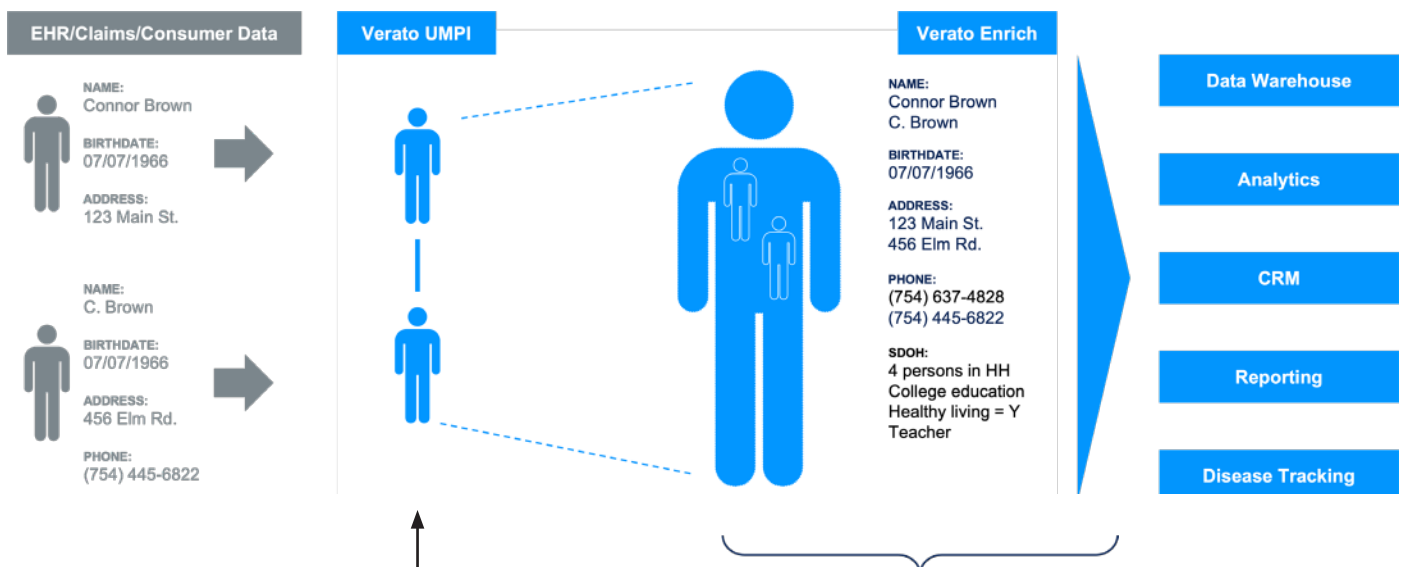
### Higher hit rate

Get more enrichment data using Verato Referential Matching® technology.

### Secure

HITRUST certified.  
SOC II Type 2 certified.  
HIPAA compliant.

## Verato helps complete your identity data



Verato **identifies** that the records belong to the same person and **links** the records together to give you a unified view.

Verato also **enriches** your own data for that person with additional information that you can analyze and act upon.

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. 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.