

# Smarter growth through M&A

Transition from interoperability within your health system to interoperability across the care continuum

Mergers and acquisitions provide needed levers to improve capital access, increase market share, and deliver care more efficiently. Verato helps healthcare organizations throughout the M&A life cycle obtain an accurate and complete picture of a patient, consumer, provider, and organizational entity.

## The challenge

M&A intensifies the healthcare interoperability problem as the multiplier of data sources, systems, and consumers of that data exponentially increase combined with heavy time constraints, resource limitations, and the enormous capital at risk. The stakes are high; getting identity wrong has tremendous impacts on patients, providers, employees, and the organization's reputation.

Your IT journey requires a trusted solution to manage the data quality and operational efficiency challenges:

- No understanding of the data quality before you combine with your existing data
- No clear way to know after combining your data if successful
- Endless loops to resolve and analyze without the tools to solve
- Massive number of duplicates!
- Extensive manual work loading and reconciling data



### Enable strategic decision making

- Targeting
- Valuation

Determine the patient and provider value.



### Power identity interoperability

- Retain acquired EHR
- Retire acquired EHR

Support any IT approach with ease, speed, and accuracy.

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## The solution

Verato makes healthcare interoperability easier and faster without sacrificing quality. We support any IT strategy, so you have a true partner that scales with you so you always know who is who.

- **Scales with your growth** — More automation and flexibility; works no matter what systems you have.
- **Fast** — Speedy implementation ensuring you meet other timelines in your complex integration plan.

## Unparalleled accuracy is everything

Verato Referential Matching® technology compares patient and provider data against Verato Carbon™, a curated, continually updated national reference database, ensuring that person identity stays consistent across your organization.

- Independently verified to be 98% accurate out of the box.
- 24% improvement over algorithms alone
- Reduces manual identity resolution by 67%

## Customer successes

### Deliver trusted experience

An integrated health system with coverage across the Carolinas acquired a Regional Medical Center worked with Verato to consolidate their Epic instances into one to ensure a complete clinical view of their patients across their newly expanded network.

### Millions in savings after merger

An integrated health system based in Minnesota merged with another regional health system, each on their own version of Epic. Post-merger, the health systems consolidated into a single instance of Epic and connected their clinical data to their CRM. With Verato and our automated approach, the health system saved over \$2M in additional resources. The health system did not have to increase their headcount.

### Time to value achieved in four months

A national provider of home and community-based health company acquired multiple new service lines which presented a challenge in viewing an entire patient's journey across the larger business (home health, specialty care, pharmacy). Verato was implemented within four months delivering a solution which improved their care coordination across their growing business lines.

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™. The Verato University Identity™ platform, the industry's first purpose-built for healthcare master data management (hMDM) solution, enables a complete and trusted 360-degree view of patients, members, providers, and communities.

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