

Customer Spotlight: County in California

Learn how hMDM became the critical backbone powering California's Whole Person Care Initiative



Background

In response to California's Whole Person Care (WPC) initiative set forth by the state in 2020, grant funding was offered to CA counties with the goal of supporting unmet needs for high-risk populations, such as homelessness, as well as offering a range of comprehensive services.

With the grant funding, one California coastal county sought to find solutions in support of these objectives. Lacking the infrastructure needed to house multiple data sources into a single person view, the Health Care Services Agency (HCSA) understood that increased integration and collaboration requires a 360-degree view of a member, inclusive of all clinical, social, and financial support data in one centralized location. As the backbone for a successful 360-member view, a key function would be the ability to tie up to 23 different data sources back to a particular member, even under challenging circumstances, such as a name change, gender change, or homelessness.

Additionally, this county recognized a strong need for data sharing across entities engaged in serving this high-risk population to increase quality of care, reduce errors and duplicate data, and offer increased coordination of care.

Verato helped increase quality of care, improve data quality, and enabled a higher level of care



Better care coordination



Stronger data partnerships



Higher operational efficiency

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Solution

Improved efficiency with centralized community health record (CHR)

Using grant funding from the WPC initiative, HCSA partnered with a virtual care infrastructure and services vendor to build out a Community Health Record (CHR), supporting the goal of one centralized location for all data related to one person. To serve as the underlying identity layer, fundamental to the success of the platform, the county selected Verato's hMDM platform to meet their identity matching needs. They recognized that Verato Referential Matching makes significantly more matches automatically than other approaches. Verato matches records across both clinical and non-clinical sources of data despite the wide variations in data quality and completeness across the county's data sources.

Before HCSA had a centralized community health record (CHR), their clients would log into four different systems to figure out who a person was and to get all the information necessary into a complete picture to figure out the best way to provide needed services. These clients span administrative and clinical roles across many different programs and organizations.

Additionally, also using funding from WPC, the HCSA launched a Social Health Information Exchange (SHIE) to integrate and aggregate information across sectors and provide a curated 360-degree longitudinal view of clinical and non-clinical utilization to enable providers to better coordinate care for consumers facing multiple high-risk, complex medical and social challenges.



Powering the Community Health Record, Verato's hMDM reduces the time their partnering entities spend researching each person at the point of care and trying to match all the data together. With CHR in place, creating a single source of truth, HCSA was able to streamline this process exponentially for all their community partners throughout the county.

Impact

Higher accuracy for better care coordination

With Verato's hMDM in place, the county can quickly leverage the CHR to search for a person's profile, housing all data previously captured on a specific person. Information captured may include housing resources, food assistance, medical information, referrals, as well as state health insurance benefits. This ability to view all person data at the point of care significantly reduces care gaps for at risk populations.

Verato leverages public records and was able to match the gender transitioned individual through HCSA's CHR system. In this case since the individual's name and sex officially changed through public records, Verato was able to properly match the records together, across clinical and non-clinical data sources.

In one example, Verato's referential matching technology successfully matched an individual who had changed genders, and therefore their name, maintaining only the same date of birth. Upon presenting for assistance at HCSA's housing program, this person was properly identified.



Stronger data partnerships

HCSA maintains data partnerships across 23 different organizations to power their Whole Person Care initiative. After implementing Verato as HCSA's identity backbone, HCSA has more visibility into identifying same source duplicates across the variety of both clinical and non-clinical sources. If HCSA receives data that has duplicates, HCSA can provide quick feedback to these sources which strengthens their partnership.



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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