Verato for Life Sciences:
Modernizing the Complete Patient Journey

Meeting the challenge of a fragmented patient journey

For Life Sciences organizations, achieving a unified and seamless patient experience throughout the customer care journey is critical yet challenging. Issues such as data fragmentation, regulatory constraints, and complex patient engagement needs hinder life sciences companies from obtaining an accurate and holistic view of each patient's journey. Verato's solutions are designed to overcome these challenges, providing an accurate, scalable, and privacy-focused approach to identity management that supports the entire patient journey.

Verato's role

Verato enables life sciences organizations to:

✓ Link patient data accurately across systems to provide a complete view of each patient's journey.

✓ Integrate diverse data sources securely, including clinical trials, EHRs, CRMs, and IoT devices, ensuring data consistency across systems, while still ensuring data protection and privacy requirements are met.

✓ Enhance patient engagement through a unified experience enabled by precise identity matching, data mastering, data sharing, and governance across CRM systems, omnichannel support centers, chatbots, and mobile applications.

Key features

Referential Matching® approach: Ensures the highest data accuracy across multiple touchpoints by leveraging Verato's proprietary referential matching database. This is crucial in life sciences, where patient data must remain consistent across clinical trials, healthcare records, and patient engagement platforms.

Match Tiers:

● **Layered Data Quality Management:** Match Tiers help organizations manage and integrate varying quality levels of patient data from different sources without compromising high-quality data integrity.

● **Customized Matching for Clinical and Consumer Data:** This capability supports clinical-grade matching for high-stakes data (e.g., clinical trials) while linking lower-quality records (e.g., consumer or marketing data) to ensure all relevant patient information is associated accurately across systems.

Smart Views: Provides configurable views of patient data to support specific use cases, such as pharmacovigilance, clinical trial engagement, and real-world evidence generation. Smart Views allow life sciences professionals to access the most relevant data for each workflow, enhancing decision-making and patient engagement.

Relationships: Provides ability to create and manage inter and intra data domain relationships like householding resulting in personalized engagement and improved life-time value.

Identity Index and Verification: Creates a unique identifier for each patient to reduce duplication and data silos across systems. This feature supports seamless data transitions across touchpoints in clinical trials, patient outreach, and digital engagement.
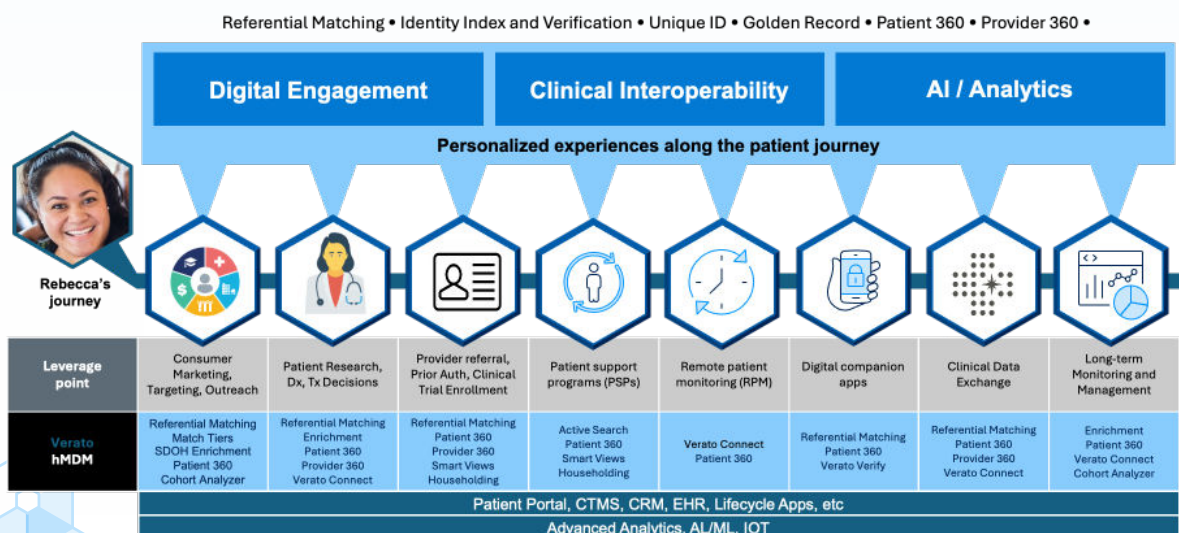
Data Enrichment with Social Determinants of Health (SDOH): Supports a more holistic view of patient needs by integrating SDOH data, which is especially valuable in clinical trial recruitment, patient support programs, and real-world evidence research.

Verato: Empowering Each Step of the Patient Journey

Verato helps life sciences companies support patients across every stage, enabling personalized, consistent, and accurate experiences.

1. **Data Collection and Integration:** Verato consolidates data from disparate sources, ensuring all relevant patient data is accurate and accessible in real time. For example, in clinical trials, Verato integrates data from the Clinical Trial Management System (CTMS) with EHRs to create a unified patient profile that aids in data analysis and reporting.

2. **Identity Resolution Across Systems:** Through Referential Matching® approach and Match Tiers, Verato ensures that each system involved in the patient journey—whether for marketing, clinical trial enrollment, or in-person visits—has accurate and current data for each patient. This enhances compliance and operational efficiency while reducing duplication and errors.

3. **Advanced Analytics and Real-World Evidence (RWE):** Verato's capabilities enable life sciences companies to connect patient data across various sources, supporting advanced analytics, AI-driven insights, and real-world evidence generation. This is essential for drug development, patient engagement strategies, and outcomes research, as it allows companies to draw accurate, actionable insights from patient data.

Referential Matching • Identity Index and Verification • Unique ID • Golden Record • Patient 360 • Provider 360 •

| Digital Engagement | Clinical Interoperability | AI / Analytics |

Personalized experiences along the patient journey

Rebecca's journey

Leverage point	Consumer Marketing, Targeting, Outreach	Patient Research, Dx, Tx Decisions	Provider referral, Prior Auth, Clinical Trial Enrollment	Patient support programs (PSPs)	Remote patient monitoring (RPM)	Digital companion apps	Clinical Data Exchange	Long-term Monitoring and Management
Verato hMDM	Referential Matching Match Tiers SDOH Enrichment Patient 360 Cohort Analyzer	Referential Matching Enrichment Patient 360 Provider 360 Verato Connect	Referential Matching Patient 360 Provider 360 Smart Views Householding	Active Search Patient 360 Smart Views Householding	Verato Connect Patient 360	Referential Matching Patient 360 Verato Verify	Referential Matching Patient 360 Provider 360 Verato Connect	Enrichment Patient 360 Verato Connect Cohort Analyzer

Patient Portal, CTMS, CRM, EHR, Lifecycle Apps, etc

Advanced Analytics, AL/ML, IOT

Advantages of Verato's Identity Solutions

1. **Unmatched Data Accuracy and Privacy:** Verato's Referential Matching® approach delivers high accuracy for patient data integrity, which is critical in life sciences, where data consistency can impact trial outcomes and patient safety. The solution also incorporates privacy-preserving tokenization, ensuring compliance with data privacy regulations without compromising data linkage.

2. **Scalable and Interoperable Solutions:** Verato's solutions are designed to scale and adapt to new systems, data sources, and regulatory requirements, making them ideal for life sciences. By supporting modern APIs and a pub-sub framework, Verato seamlessly integrates with EHRs, CTMS, CRM, and other systems, enhancing operational efficiency.

3. **Enhanced Patient Engagement and Outcomes:** With a unified patient view, life sciences companies can offer personalized support, education, and resources to patients. For instance, oncology-focused biopharma companies can improve alignment with patient support programs, creating a streamlined experience for patients seeking clinical, financial, and educational resources.

4. **Rapid Deployment and Quick Time to Value:** Verato's experience, accelerators, and deployment methodology allow for rapid implementation, typically measured in weeks, not months or years – enabling organizations to quickly solve their data challenges to achieve the desired outcomes. Ongoing business value is assured through the continuous delivery of high-quality data, automation of previously manual data remediation tasks, and the low operating and administrative demands of the platform once deployed.

Modernize Your Patient Journey with Verato

In the rapidly evolving life sciences sector, Verato offers a robust solution for navigating patient identity and data integration complexities. Leveraging Verato's unique capabilities—such as Match Tiers, Referential Matching®, and Smart Views—life sciences companies can ensure regulatory compliance, enhance patient engagement, and unlock the potential of real-world data for research and innovation.

Empower your life sciences initiatives with Verato to bring data-driven, patient-centered insights to life.