

# Verato Verify

Enable secure, frictionless experiences to patients, members, and communities while driving efficiencies and data security.

## Why identity verification?

In healthcare, identity verification entails the process of validating the identity of both patients and healthcare professionals. Its primary objectives include safeguarding patient privacy, thwarting fraudulent activities, and enhancing overall experiences for patients, communities, and members.

In essence, identity verification empowers healthcare organizations along the entire care continuum to confidently affirm the question, “Are you who you say you are?” This affirmation is a prerequisite before granting access to medical records and other protected health information (PHI) through platforms like patient or member portals and other digital access points.

Identity verification stands as a vital component within the comprehensive Verato hMDM end-to-end identity solution tailored for the healthcare sector.

- Enable frictionless patient and visitor check-in
- Reduce administrative burden with easier account creation and password resetting



### Efficient Verification

Instantly match a patient’s I.D., like a driver’s license, to their selfie within your digital network.



### Streamlined Check-In

Provide patients a secure way to verify their identity before appointments to make check in faster for in-person and virtual visits.



### Alleviate IT Burden

Empower your IT professionals to focus on higher level work by enabling patients to create their own accounts and reset their own passwords after digitally verifying their own identities.





## How Verato Identity Verification works

Verato has partnered with CLEAR®, the secure identity company, to accelerate the adoption of identity verification in healthcare. By joining forces, Verato's proven, purpose-built-for-healthcare hMDM approach to enterprise identity data management and CLEAR's consumer-facing identity verification technology will provide healthcare organizations and consumers with a trusted identity at every touchpoint across the patient journey. Verato and CLEAR believe that digital identity has the potential to transform healthcare data management, enabling healthcare organizations to overcome longstanding system interoperability challenges, vastly improve patient experiences, and reduce healthcare operating costs. Working together, Verato and CLEAR seek to deliver a new standard in trusted identity that can power the next generation of clinical, analytical and engagement workflows.

## Verato Verify for employee and contractor identity management

In today's complex environment, ensuring the security and accuracy of employee and contractor identity verification is critical. Verato Verify, powered by CLEAR®, streamlines identity processes for onboarding, account management, and compliance while enhancing security and user experience.

### Key use case: account setup for remote staff and contractor

The onboarding process for remote employees and contractors presents unique challenges. Verato Verify simplifies and secures this process by:



**Verifying identity during onboarding:** Use advanced identity verification technology to confirm the individual's identity, reducing the risk of bad actors gaining access to sensitive systems.



**Linking verified demographics across systems:** Verified staff demographics can be added to Verato Employee Identity, ensuring the individual's record is consistent and connected across an organization's entire ecosystem.



**Enhancing operational efficiency:** Automatically populate employee or contractor profiles with verified information, reducing manual data entry errors and speeding up the onboarding process.



**Documenting verification levels:** Capture the verification date and assurance level to support compliance and provide a single source of truth for identity data

## Beyond onboarding: password resets

Verato Verify also enhances security and streamlines processes for existing staff and contractors:

- **Seamless Password Resets:** Enable secure, user-friendly password resets that verify the individual's identity, preventing unauthorized access.
- **Secure Password Resets:** Ensure it is really the user, and not a bad actor, requesting the reset by verifying each time with just a selfie.



## Built for security

- ✓ **Fraud prevention:** Reduce the risk of identity theft and unauthorized access by ensuring robust identity verification for every individual.
- ✓ **Regulatory compliance:** Meet IAL2 and AAL2 standards for secure identity verification, supporting compliance with evolving regulations.
- ✓ **Ecosystem integration:** Ensure verified identity data is accessible across all systems, enabling seamless interactions and operations.

## Customer success: enhancing staff management for health systems at Baptist Health Jacksonville

Organizations like Baptist Health Jacksonville leverage Verato Verify to secure and streamline their employee and contractor management processes with more use cases on the horizon. From account creation to ongoing access management, Verato Verify delivers a unified, secure solution for identity assurance. This ensures that staff—whether onsite or remote—can operate efficiently and securely across the organization's systems and platforms.

With Verato Verify, organizations can safeguard their workforce, enhance user experiences, and achieve operational excellence in identity management.

## Ensure a superior patient experience with the identity experts

### Industry expertise

Verato brings decades of expertise in identity solutions across healthcare and is committed to helping understand and reach your identity verification goals.

### Customized expertise

Dedicated solutions architects can custom-fit Verato into your workflow, minimizing disruption for your staff.

### Identity expertise

Over 100 of the most renowned brands in healthcare across the U.S. use Verato to match identities.

### Implementation expertise

Accelerate speed-to-value with implementations averaging 10-12 weeks.



Verato<sup>®</sup>, the identity intelligence experts, powers exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who. Verato MDM Cloud, the next generation of MDM, delivers unprecedented data intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines MDM to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed-to-value, enterprise grade performance, and customer success. More than 75% of the US population flows through Verato, powering a single source of truth for identity across the critical industries of healthcare, life sciences, financial services, public sector and beyond.

For more information, visit [verato.com](https://verato.com).

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