



# Verato for Life Sciences: Modernizing the Provider Data Journey



## Meeting the challenge of fragmented provider data in Life Sciences

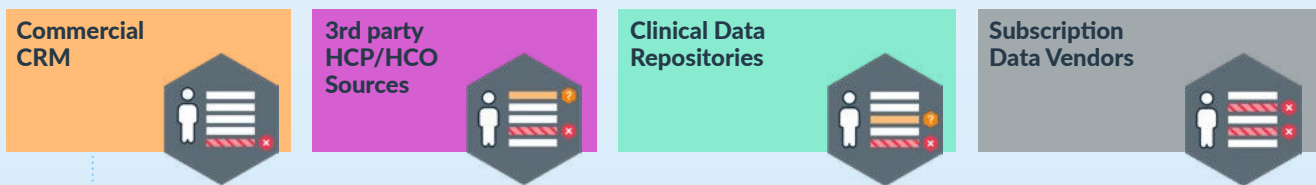
Life sciences organizations rely on accurate, complete, and connected healthcare provider (HCP) and healthcare organization (HCO) data to drive critical initiatives—from field force enablement to omnichannel engagement, clinical trials, Key Opinion Leaders (KOL) management, and network intelligence. Yet, fragmented, siloed, and inconsistent provider data continues to limit impact.

Verato’s identity solutions modernize HCP and HCO management with unparalleled accuracy, governance, and scalability. Our approach bridges disconnected systems, streamlines field and marketing activities, and empowers life sciences companies to build stronger, smarter connections with providers and organizations.



**How do you ensure every version is accurate and complete across every system?**

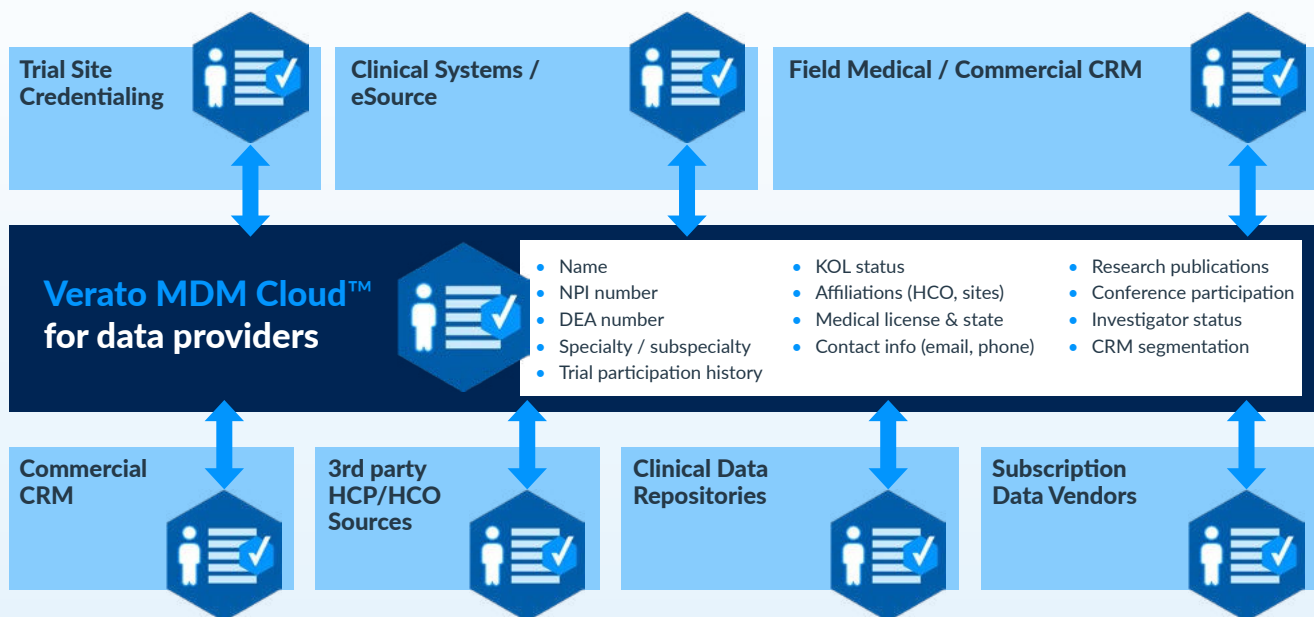
- Name
- NPI number
- DEA number
- Specialty / subspecialty
- Trial participation history
- KOL status
- Affiliations (HCO, sites)
- Medical license & state
- Contact info (email, phone)
- Research publications
- Conference participation
- Investigator status
- CRM segmentation



## Verato's role

Verato enables life sciences organizations to:

- ✓ Link HCP and HCO data across multiple systems—including CRM, marketing platforms, master data repositories, trial management systems, and payer data sources—ensuring a unified view of each provider and organization.
- ✓ Maintain trusted, complete HCP and HCO profiles enriched with license, specialty, affiliation, and relationship intelligence.
- ✓ Govern provider and organization data across commercial, medical, and clinical operations with Smart Views, layered quality management, and stewardship capabilities.
- ✓ Accelerate initiatives like KOL identification, HCP engagement, trial site management, field force optimization, and market expansion.



## Key features

**Rapid data onboarding:** Quickly ingest, load, link, and organize HCP/HCO data from a wide range of sources to ensure you always have the most up-to-date information about your providers

**Referential Matching® for HCP and HCO data:** 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:

- Match clinical-grade identity data with high confidence.
- Flexibly manage lower-quality marketing or third-party data sources without compromising core records.
- Enable different match tolerances for commercial vs. clinical workflows.



**Smart Views for context-specific provider insights:** Configure dynamic views for different teams—commercial, medical affairs, trial operations—offering tailored provider and organization data aligned to their specific use cases.

Your Verato Instance							
Source	Name	NPI	Site Address	Phone	License	Affiliation	Trial Volume
Verato Carbon	Dr. Joseph Braun Dr. Joe Braun Joseph M. Braun	9557844544	701 NW Commerce Dr 500 E Marshall St 3200 Riverside Dr	(703) 648-9272 (804) 561-8100 (989) 456-8521	VA: 2004032529 WV: 8996247 NY: 98766635	6 Org Affiliations	27130   57 27446   129
CTMS	Dr. Joseph Braun	9557844544	500 E Marshall St	(703) 648-9272	VA: 2004032529		
Medical Affairs Portal / eSource	Joseph Braun	9557844544	500 E Marshall St				
Commercial CRM			701 NW Commerce Dr	(703) 648-9272 (804) 561-8100			
Subscription Data	Joe Braun		701 NW Commerce Dr	(804) 561-8100			

**Analytics View**  
Most recent and complete attributes across all systems and third-party sources

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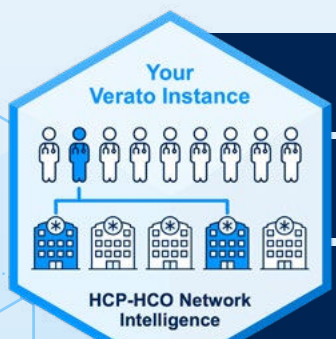
**Billing View**  
Most trusted sources

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**PRM View**  
Best data for outreach (most recent name, every address and phone, from any source)

**Relationship management across domains:**

- Map clinician-to-facility, facility-to-organization, and clinician-to-clinician relationships.
- Support field engagement strategies, KOL mapping, trial site selection, and referral network analysis.



Where does this HCP engage (clinically or commercially)?

HCP-to-HCO Relationship

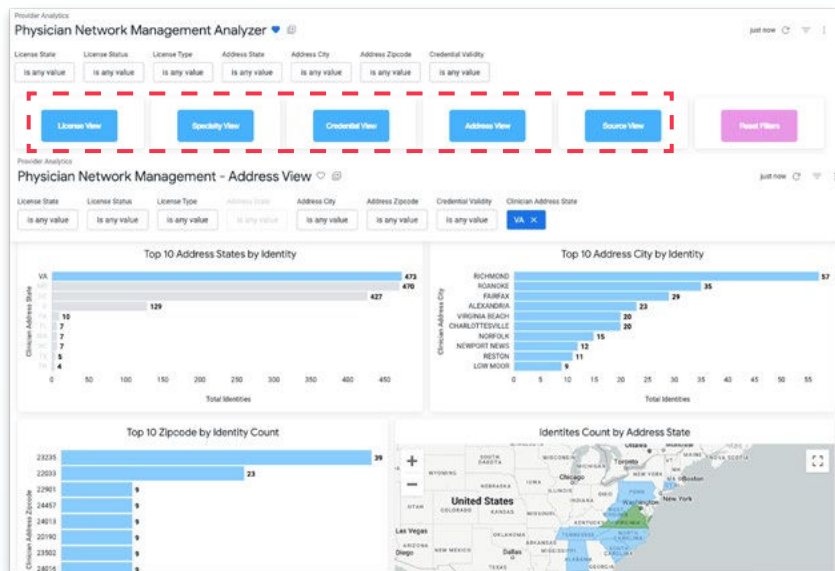
Which other HCPs are affiliated with this HCO?

HCP-to-HCP (Peer/ Network) Relationship

Which organization owns or sponsors this HCO/site?

HCO-to-Enterprise/Parent Organization Relationship

**Data enrichment and intelligence:** Enhance HCP and HCO profiles with affiliations, specialties, licensure, procedure volumes, and network intelligence data to drive strategic planning and engagement.



### Affiliation insights

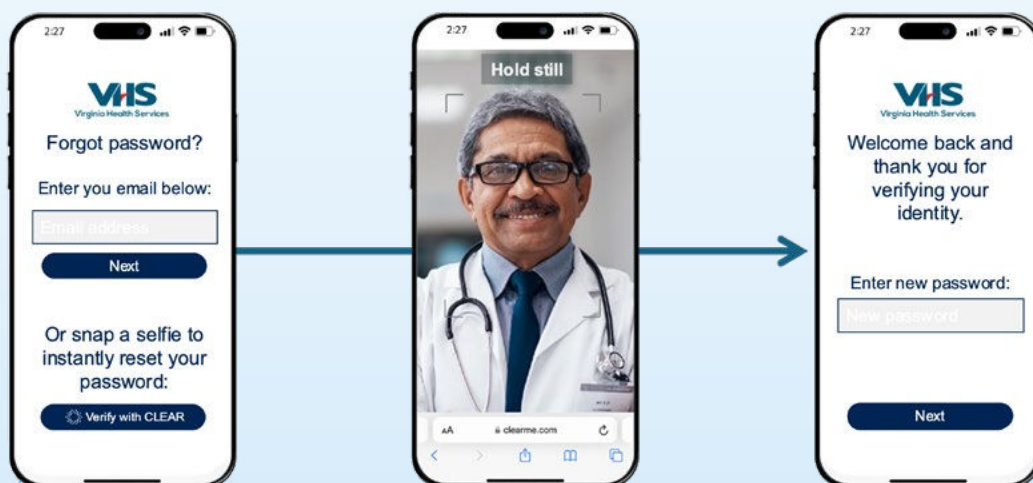
- Primary location of a clinician and the best way to contact them.
- Organizations and facilities this clinician is affiliated with.
- Identify care deserts for potential areas of expansion.
- See areas where attributed customers are closer to competing branches.

### Leakage and throughput

- See organizations that refer patients outside the network
- Volume of services being referred outside the health system

**Provider identity proofing:** Verato enables digital identity proofing and verification for HCPs and HCOs during on-boarding, credentialing, or updates. This ensures that provider data is accurate, trusted, and compliant with regulatory frameworks. The solution supports:

- Real-time verification against authoritative sources
- Prevention of fraudulent or duplicate records
- Streamlined provider on-boarding for field and trial operations



Snap a selfie.  
Verify that you are you.

Pick a new password.  
No need to check your email for password reset link.

## Verato empowers the full HCP and HCO lifecycle

Lifecycle stage	Verato's enablement
<b>Data Collection &amp; Integration</b>	Consolidate HCP and HCO data from ERPs, EHRs, CRM, CTMS, state licensing boards, and third-party sources.
<b>Identity Resolution Across Systems</b>	Create trusted, continuously updated provider and organization profiles for marketing, clinical, and medical operations.
<b>Network Intelligence and Expansion</b>	Uncover affiliations, referral patterns, and competitive dynamics to support trial site selection, KOL engagement, and market development.
<b>Advanced Analytics and AI Readiness</b>	Feed downstream analytics platforms with governed, accurate provider data for predictive modeling, segmentation, and personalization

### Modernize your HCP and HCO strategy with Verato

In an increasingly complex life sciences ecosystem, Verato provides a single source of truth for HCP and HCO identity, empowering:

- ✓ Higher field force productivity with accurate targeting and segmentation
- ✓ Improved omnichannel engagement through enriched, unified profiles
- ✓ Accelerated trial enrollment and site activation
- ✓ Stronger regulatory compliance through governed, auditable data stewardship
- ✓ AI-ready provider data for next-generation engagement and analytics

### Ready to get started?

Explore how Verato MDM Cloud™ can drive your most strategic data-powered initiatives such as customer 360, enterprise analytics, artificial intelligence, interoperability, and cloud transformation.

Go to [verato.com/mdmcloud](https://verato.com/mdmcloud)

