verato®

Building a Trusted Identity Foundation for a Seamless, System-Wide Patient Journey

How a Leading Nonprofit Health System Activated "Sofia's Journey" and Transformed Digital Care

The Bottom Line

A leading nonprofit health system identified a major issue: as patients moved between its hospitals, outpatient locations, imaging centers, and joint ventures, the organization couldn't see their all the touchpoints of their entire journey. This fragmentation prevented the system from providing the seamless, connected experience needed to keep patients within the system for all their healthcare needs.

To address this, the organization's leadership launched Sofia's Journey—a named initiative aimed at answering the most critical questions:

Is Sofia staying within our ecosystem for labs, imaging, and outpatient care?

At what point of care is she leaving?

What friction point causes her to choose external providers?

The system quickly identified the root issue: none of these questions could be answered without a single, trusted identity foundation that connects every encounter across every setting.

300K
fewer tasks than in the legacy system

$1M+
in cleanup costs avoided

20+
identity sources unified

The Challenge

Despite significant investments in digital transformation, the health system faced a critical and costly barrier: its identity data was fragmented across multiple legacy Master Patient Indexes (MPIs) and siloed systems. This fragmentation made it impossible to follow patients across hospitals, outpatient centers, joint ventures (such as labs), and affiliated imaging locations—and left the organization's leadership unable to answer essential questions central to patient loyalty and retention.

The lack of a unified identity also had operational impacts, with $800K spent annually on manual data cleanup and another $1M in labor required to resolve more than 300,000 duplicate records. These disconnected identities introduced clinical risk, delayed care, and created redundant procedures, collectively driving millions in avoidable medical costs.

Leadership ultimately acknowledged a core truth: without a single, trusted, unified identity foundation, the organization could not innovate, reduce leakage, or deliver the seamless, system-wide patient journey envisioned through Sofia's Journey.

The Turning Point: "Fix Identity First"

During a cross-functional, "badges-off" strategy session with internal teams and joint venture partners, everyone aligned on a foundational truth:

An exceptional patient experience—and real patient loyalty—would only be possible if Sofia's identity was consistent everywhere she engaged.

Sofia's Journey became the guiding north star, forcing the organization to confront identity fragmentation head-on and prioritize system-wide identity modernization.

The Solution

To make Sofia's Journey real, the organization built a modern, enterprise-wide **power tech stack,** anchored by **Verato hMDM®, a next-generation master data management (MDM) solution purpose-built for healthcare,** as the unified identity engine.

Verato provided the trusted identity foundation needed to connect every care setting and became the fabric that connected the following systems:

- **Databricks®** powered journey analytics

- **AWS®** delivered cloud scale and reliability

- **Salesforce®** operationalized patient engagement and experience workflows

- **PwC®** integrated the ecosystem and ensured strategic alignment

With unified identity at the center, the organization could finally provide exceptional experiences leadership envisioned to drive patient loyalty.
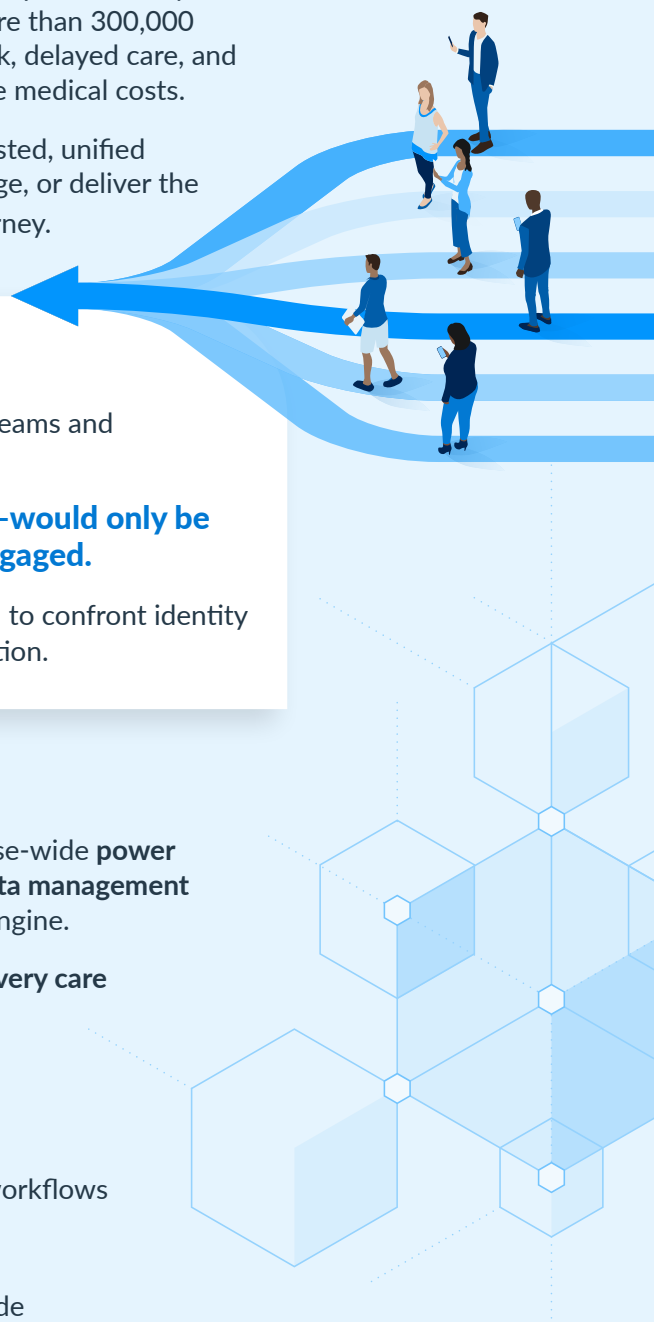
The Results

With identity unified across more than 20 sources, the health system can now see its patients' complete journey across hospitals, joint ventures, labs, and outpatient care. They consolidated 80,000 duplicates, eliminated over $1M in manual cleanup costs, saved $1.2M annually through improved care encounters, and onboarded 25,000+ employees with a consistent identity.

The organization could now identify where patients stayed loyal, where leakage occurred, and which operational changes improved retention.

For the first time, the system had a complete, trusted, real-time view of its patients, unlocking the insights required to deliver a smooth, connected, system-wide experience.

Key Takeaway

A seamless patient experience—and the loyalty that every health system fights to protect—can only exist when identity is trusted, connected, and consistent across every setting.

Sofia's Journey proved one truth: you cannot understand patients, reduce leakage, or modernize the experience without first fixing identity.

By anchoring its power tech stack with Verato hMDM®, this health system built the clarity required to follow patients across hospitals, joint ventures, labs, imaging, and outpatient care— fueling the analytics, engagement tools, and AI models that power modern healthcare.

Identity isn't just infrastructure—it's the foundation of patient loyalty, operational efficiency, and the system-wide experience today's consumers expect.

When identity is right, *everything else works as it should.*

> **"You can't get a patient's identity wrong. This is the concrete you pour to lay the foundation for digital transformation at scale."**
>
> — Senior Director, HIE & Data Interoperability at this health system

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