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Navigating an MDM Acquisition

A buyer's guide for healthcare leaders evaluating Informatica after its acquisition by Salesforce



What makes data management in healthcare so challenging?

Healthcare organizations evaluating identity and master data management today are often doing so in the context of large enterprise platforms—particularly general-purpose MDM solutions that have become part of broader CRM ecosystems. While these platforms promise scale and consolidation, healthcare leaders must assess whether solutions shaped by cross-industry priorities can truly support clinical-grade identity, regulatory requirements, and healthcare-specific workflows.

This guide examines why next-generation healthcare master data management (hMDM) is fundamentally different from traditional MDM platforms such as Informatica, especially as those platforms evolve under large CRM-driven roadmaps. It outlines the risks of retrofitted, general-purpose MDM in healthcare environments and provides a framework for evaluating purpose-built hMDM solutions designed specifically for accuracy, safety, and speed in healthcare.

1. Growing ecosystem of siloed data

The volume and types of data available to healthcare organizations is proliferating faster than in any other industry. In many organizations, tapping into critical new data about each patient, member, consumer, or provider has meant building a growing list of data sources, as well as additional systems to create and store information. And while more and more useful data is available, that data has become increasingly fragmented.

2. Complex healthcare use cases and workflows

Healthcare organizations are large and complex. Data about one person or provider organization can be useful to a whole set of departments and facilities—such as care management, marketing, revenue cycle, call centers, and registration—each with different data needs to optimize care and business outcomes.

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3. No single source of truth for person and organization data

Healthcare organizations need to manage critical data for patients, but also for other people like members, employees, and consumers (future or former patients), and for providers, including individual practitioners and provider facilities/organizations. Many organizations have launched separate, siloed solutions in order to manage the data for each group—and this lack of a single source of truth undermines critical strategic initiatives.

4. Increasing need to exchange data

Regulations and legislation like the 21st Century Cures Act and TEFCA have created mandates and urgency for exchange of patient and member data outside of the enterprise. Healthcare organizations across the care continuum are increasingly on the hook to assemble and share complete and accurate records with each other or directly with healthcare consumers.

5. Missing, inaccurate, and out-of-data data

Sometimes all of the information available enterprise-wide about one person is fragmented and can't be seen in one place. Other times, data is incorrect or out of date due to typos and address or name changes. There is often important information missing from what you know about a person in enterprise data that could be critical to providing better care and access to services, including information about social determinants of health (SDOH).

6. High stakes for accuracy and security

The literal life-or-death nature of clinical decisions supported by patient and member data puts a high bar for accuracy and precision on data management solutions for healthcare applications. Healthcare data is also some of the most highly regulated and high-stakes in terms of security.



How mature is your data management program?

Questions to consider:

- How many sources of truth does your organization have for person and organization data?
- How many type(s) of data (e.g. patient, provider, consumer, location) has your organization focused on identifying and mastering to date?
- How efficiently is your organization able to turn data into assets?
- How reactive/proactive and manual/automated is your organization when it comes to reconciling data discrepancies?
- How effective is your organization at efficiently and appropriately provisioning data access?
- Does the organization trust the quality of data across internal and external sources, and is it confident in sharing data with all key stakeholders?

Traditional solutions are not working for modern healthcare organizations.

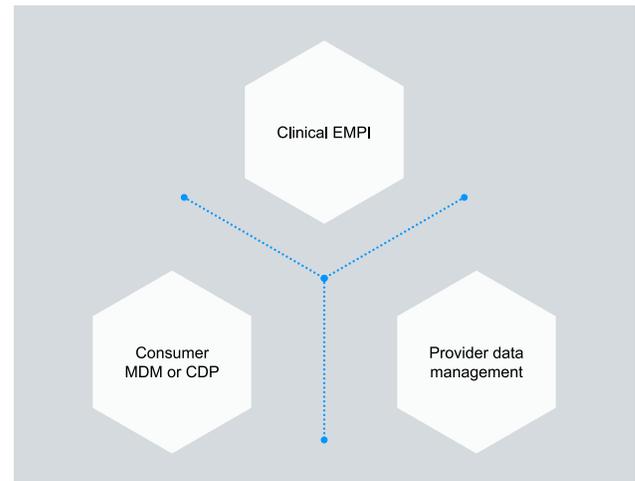
Faced with a proliferation of data and systems, some healthcare organizations have invested in large, general-purpose MDM platforms—often selected for enterprise standardization rather than healthcare-specific identity needs—to organize and stitch together critical data about patients, members, consumers, and providers.

Unfortunately, in many healthcare organizations, even these systems have been launched in a way that is siloed and disconnected:

- **Enterprise master patient index (EMPI)** solutions have been deployed to resolve identities and manage clinical data for patients and members.
- **Master data management (MDM)** solutions or **customer data platforms (CDP)** have been deployed to manage data for consumers, including future and previous patients and members.

In many cases, these MDM platforms were not originally designed for healthcare and require extensive configuration, tuning, and ongoing services to approximate clinical-grade identity resolution. Some healthcare organizations have also launched separate MDM or other (sometimes homegrown) solutions to separately manage their provider data, including data for individual practitioners and provider organizations.

The result is that the typical healthcare organization is investing separately in multiple expensive systems, from different vendors, to separately manage clinical data, consumer data, and provider data in different ways, in separate point solutions.



Why can't my EHR do all of this?

Those who have intended to establish the EHR as a comprehensive single source of truth for data mapping to patients, consumers (future or former patients), and providers have struggled to make it work.

In a complex digital health ecosystem important clinical and non-clinical data about patients, consumers, and providers increasingly lives outside the EHR.

Without the proper multi-tiered matching technology, linking lower quality consumer data to clinical-grade patient data can cause dangerous matching errors to occur, risking patient safety and undermining success of all strategic initiatives associated with a consumer/patient 360 initiative.

Why is that a problem?

Until now, there have been no solutions on the market that combine the capabilities of both EMPI and MDM and do them both well, so healthcare organizations have been forced to compromise, or to implement and manage two or more solutions—and still have not had a true ‘single source of truth’ for all of their person and organization data management needs.

As enterprise MDM platforms expand to serve many industries and use cases, healthcare identity becomes one priority among many. This dilution increases the risk that clinical accuracy, healthcare-specific governance, and regulatory edge cases receive less focused investment over time.

Managing data for patients, members, consumers, providers, and locations in separate systems exacerbates, rather than addresses, many of the challenges that healthcare organizations face with data management:

- Multiple-solution approach does little to break down data silos and perpetuates problems of data governance; offers no single source of truth
- Data from multiple systems can't be easily mastered into a single comprehensive view of 'best' data for specific users and use cases

Healthcare organizations typically need the capabilities of both EMPI and MDM—and need it in a single solution that combines EMPI capabilities, MDM capabilities, and data enrichment, and does so specifically with healthcare in mind.

“My advice to other health systems is simple: don't underestimate the power of identity. Choose a partner who can evolve with you - one whose technology is flexible enough to solve today's challenges and visionary enough to explore what's next. With Verato, we've built the foundation to deliver safer, smarter, more personalized care for every patient we serve.”

Aaron Miri
Senior Vice President and
Chief Digital & Information Officer
Baptist Health



The limitations of standalone solutions

Considering standalone MDM solutions?

Pros:

- Flexible data modeling (but be careful that extra flexibility doesn't require extensive configuration to work for healthcare)
- Multi-domain

Limitations:

- Not built for healthcare
- Typically involve long, expensive implementation projects to make the MDM solution work for healthcare use cases and data sources
- Not focused on optimizing accuracy or facilitating efficient data stewardship workflows that are unique to healthcare
- Designed to work only with enterprise data (the data you already have); don't natively incorporate data enrichment
- Increasing dependency on a broader platform ecosystem, which can constrain integration flexibility and long-term architectural choices

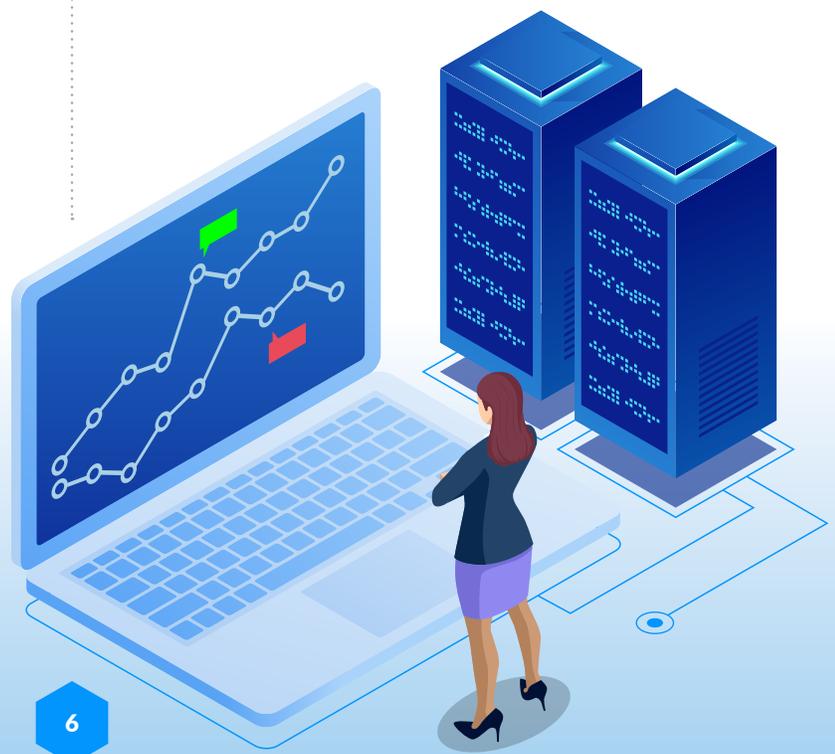
Considering standalone EMPI solutions?

Pros:

- Built specifically to resolve healthcare patient data
- Helpful for identifying and reducing same-source duplicates in EMR

Limitations:

- Have hit a plateau in terms of how accurately they can match & link together entities
- Designed to work only with enterprise data (the data you already have); don't natively incorporate data enrichment
- Not cloud native, most are on premises solutions



Informatica Comparison

Verato delivers healthcare-grade identity resolution that outperforms general-purpose MDM platforms like Informatica®. While the Informatica Intelligent Data Management Cloud™ (IDMC) offers broad capabilities across multiple domains, its probabilistic matching and complex configuration slow time-to-value and reduce accuracy for clinical use cases. Verato’s cloud-native platform, purpose-built for healthcare, provides unmatched referential matching, rapid deployment, and seamless integration with EHRs and HL7/FHIR workflows to solve the problem that drives everything else—**Knowing Who Is Who™**.

	Informatica IDMC™	Verato MDM Cloud™
Notifications	✓	✓
Secure connections	✓	✓
Unique ID assignment	✓	✓
Data model extensibility	✓	✓
Golden records	✓	✓
Role-based security	✓	✓
Reporting	✓	✓
Active integration	✓	✓
Householding	✓	✓
Relationships	✓	✓
Advanced data governance workflows	✓	✓
Advanced security	✓	✓
Enriched golden views	✓	✓
Cloud-native platform, purpose-built for healthcare	Cloud-native, not healthcare specific	✓
“Fuzzy matching”	✗	✓
Deterministic matching	✗	✓
Healthcare data model	✗	✓
Synchronous matching	✗	✓
Advanced stewardship with embedded research	✗	✓
Dynamic stewardship insights embedded in UI	✗	✓
Native referential matching	✗	✓
Advanced overlay detection	✗	✓
Embedded provider enrichment data	✗	✓
Match tiers	✗	✓

Get identity right from the start with this data management checklist

Whether you're focused on smarter growth, better and more efficient care, or actionable insights, you need complete, accurate, well-managed data to get there. When shopping for a data management solution, look for one that can understand and meet your unique healthcare business needs:

Identity resolution

- Highest level of accuracy
- Native Referential Matching
- Match Tiers technology to safely incorporate less reliable data without affecting future match decisions

Data management

- Intuitive data stewardship workflow tools
- Data mastering
- Flexible data model
- Ability to manage multiple domains of data in one solution/platform
- Relationships between entities within and across domains

Data enrichment

- Social determinants of health (SDOH)
- Missing demographics and contact information
- Marketing and lifestyle data
- Provider data
- Enrichment data natively incorporated into the data management system and matched to the appropriate identities

Activation

- Easy integration into the ecosystem of healthcare applications
- Cloud-first solution
- Data propagation upstream and downstream
- Enterprise analytics across all domains

Solution essentials

- Easy to implement and intuitive to use
- Fast time to value
- Highest levels of data security; has top industry certifications, e.g. HITRUST r2 and SOC2
- Purpose built for healthcare specifically to support healthcare use cases and workflows
- Low maintenance: no hardware to procure or updates to install
- Predictable TCO: all costs covered in a single, annual subscription fee
- Performant: Modern architecture that grows with you, with no re-architecting
- Continuously monitored: Built-in auto-scaling, system alerting, utilization monitoring, and automated backups — all without your resources

Operate more cost-effectively

Consider the total cost of ownership savings possible. A next-generation hMDM should avoid the capital expenditures and resource investments common to enterprise data management. Instead, expect a subscription fee that is comprehensive and includes license, maintenance, hardware, and upgrades. You should never have to pay for a professional services engagement to re-tune an algorithm.

Use the interactive worksheet on the next page to calculate TCO and compare cost savings of legacy data management solutions, hosted offerings, and cloud-native options.

Expect your subscription fee to include:

Software, upgrades, and maintenance:

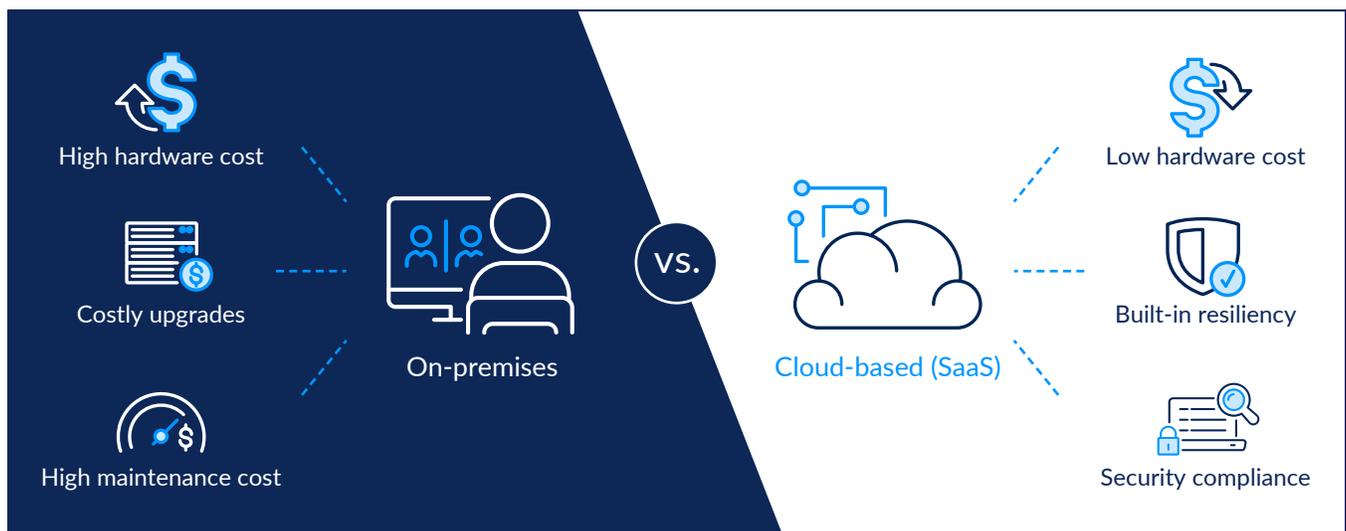
Core functionality, functionality upgrades, and routine security updates – along with the services necessary to implement them – are all included in the subscription.

Hardware: Gone are the days of purchasing databases and load-balancing servers. Relying on SaaS solutions means the solution is fully managed (by someone else). You don't have the risk of failure points or the hassle of administering maintenance contracts.

Algorithm tuning: With a conventional EMPI, your team needs to regularly tune data – or hire consultants to do so – every time you add 25% more data to your system. With a next-generation EMPI, no extra tuning is necessary.

Data stewardship interface: A simple-to-navigate user interface bolsters morale and productivity across your team. Data stewards and HIM professionals don't have to spend time on the highest-complexity tasks.

Reduced TCO: Legacy solutions vs next-generation hMDM



Data management cost comparison worksheet

Use this interactive worksheet to begin calculating and comparing what you are spending on your EMPI with what you could be saving.

Questions to think about:

- How impactful would it be for this project to be implemented within the next six months?
- Are there use cases you have not tackled due to cost?

Data management software

License/subscription

Legacy on-premises EMPI or MDM	Hosted EMPI or MDM	SaaS-native hMDM
\$	\$	\$

Support

\$	\$	Included in subscription
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Hardware and prerequisite software

Linux or Windows servers for DB, app, and web

\$	Included in subscription	Included in subscription
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Database

\$	Included in subscription	Included in subscription
----	--------------------------	--------------------------

Load balancing/redundancy

\$	Included in subscription	Included in subscription
----	--------------------------	--------------------------

HIPAA compliance/
HITRUST r2 certification

\$	\$	Included in subscription
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Hosting fees

	\$	Included in subscription
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Services

Installation and setup

\$	\$	Included in subscription
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Integrate a new source

\$	\$	Included in subscription
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Ongoing algorithm tuning

\$	\$	Included in subscription
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Periodic (recurring) upgrade services

\$	\$	Included in subscription
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Periodic manual data cleanup

\$	\$	Included in subscription
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Data "Healthcheck"

\$	\$	Included in subscription
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Resources

Operations/DBA

\$	Included in subscription	Included in subscription
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HIM/data stewards

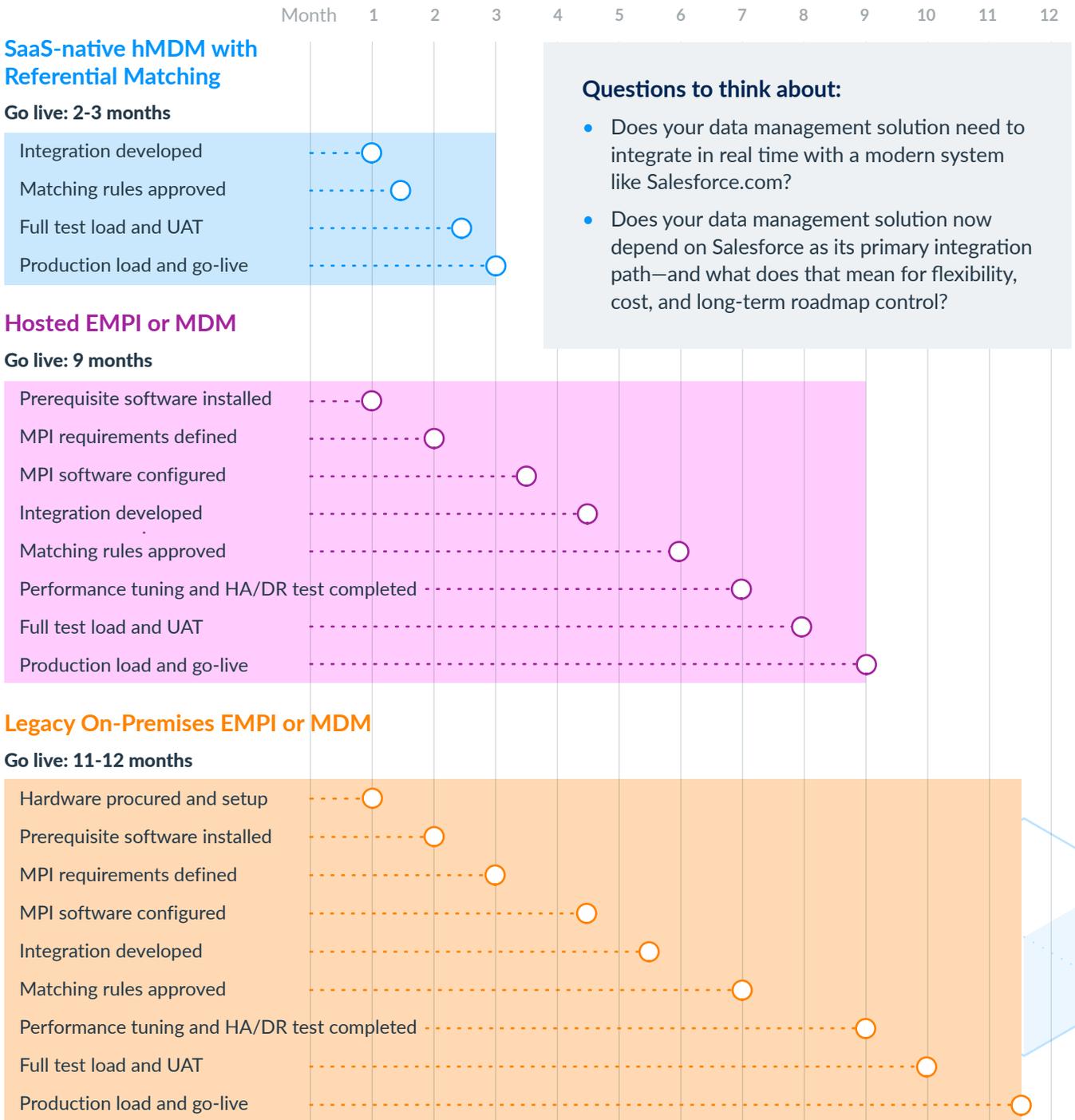
\$	\$	\$
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Periodic data cleanup

\$	\$	≥ 50% savings
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Timeline to value: Understand and compare options

See below how traditional and hosted data management implementations stack up to cloud-native implementations. Use this snapshot to set expectations about what is possible.



Questions to think about:

- Does your data management solution need to integrate in real time with a modern system like Salesforce.com?
- Does your data management solution now depend on Salesforce as its primary integration path—and what does that mean for flexibility, cost, and long-term roadmap control?

A road to a better future

There is a lot more to learn about how a next-generation hMDM can help, and we'd enjoy helping you move down the path. Our experts can help you build a data management strategy that supports all of your most important strategic goals, including smarter growth, better care, and actionable insights.

For organizations currently relying on enterprise MDM platforms designed to serve many industries, moving to hMDM represents a shift toward healthcare-first identity—without the uncertainty of platform-driven roadmap changes. Whether you're analyzing a person or a population, consolidating EHRs, or coordinating health experiences, Verato can help you ensure you're prepared for tomorrow while reducing costs now.

Verato hMDM

Verato introduces **the industry's first hMDM**, purpose-built for healthcare, allowing you to manage patient, provider, and consumer data with one solution.

Contact us today to learn more about how Verato can help you get identity right from the start, to power your specific business needs.





Verato[®], 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 master data management, delivers unprecedented identity intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines master data management 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.

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