verato

Know Your Providers. Grow Your Network.
Deliver Better Care.

Gain a complete, trusted view of clinician, organization, and network data with unprecedented provider identity intelligence.

Provider identity powers your most important initiatives—from expanding access and accelerating growth to delivering better care—and underpins the most fundamental operations of your organization. Yet across healthcare, provider identities are fragmented, outdated, and incomplete, often hidden across silos and systems that were never designed to work together.

The result is real business impact: misrouted referrals, delayed credentialing, inaccurate directories, denied claims, referral leakage, and limited visibility into network performance and growth opportunities.

Managing provider identity is inherently complex. Clinicians, organizations, locations, and affiliations are constantly changing, and achieving the accuracy, completeness, and recency required to support modern healthcare workflows is difficult at scale.

Despite significant investment in EHRs, credentialing platforms, CRMs, and analytics tools, most organizations still lack a single, trusted source of provider identity that is continuously synchronized across systems of record, engagement, and insight. Without it, even the best digital, clinical, and growth initiatives fall short.

- **30%+ provider records have inaccurate or missing NPI numbers.**
- **23% of provider addresses are wrong or missing.**
- **Up to 20% of provider records in U.S. medical groups are new or changed within two years.[1]**
- **Roughly 1 in 5 providers change practices every two years.[1]**

53% of patients who encountered provider directory inaccuracies led to higher costs associated with nearly 40% of these patients receiving care by out-of-network providers.[1]

4.22 minutes to complete provider data verification by phone, meaning provider outreach via call center costs roughly $4 per provider per location.[2]

$10,122 is the cost for a one-day delay in provider on-boarding for a medical group.[3]

1. *Premier*
2. *Health Affairs study*
3. *MedCity News*
4. *Merritt Hawkins survey*

Why provider identity is so difficult to manage and why it matters

Variety

Provider identities are complex; they can represent many different types of entities—a person, an organization, and sometimes both. Each identity exists within an intricate hierarchy with countless combinations of critical attributes that directly impact everything from billing to care access. As a result, organizations often struggle with missing or inaccurate provider identity data, adding further complexity to reconciling and rationalizing provider information across systems.

Velocity

Provider identities are constantly changing due to the mobility of providers, changing when, where, and what services they offer. The pace of these changes increases the operational complexity of maintaining accurate provider identity data—regardless of which system within your organization relies on it.

Value

Provider identity data is consumed by many different systems and applications—and created and modified by users across nearly every department within your organization. Consequently, managing conflicting versions of provider information across the enterprise becomes nearly impossible without a centralized distribution hub. IT teams are left to reconcile and maintain large volumes of third-party data from sources such as NPPES and state licensing boards, compounding the operational burden.

Verato can help

Verato delivers trusted provider identity and network intelligence faster, without the complexity of traditional data management. We unify, enrich, and continuously synchronize provider identities across your systems of record, engagement, and insight, creating a single, governed source of truth for every clinician, facility, and organization.

The result is accurate directories, faster credentialing, fewer denials, smarter referrals, and clearer visibility into network performance so your teams can deliver better experiences, accelerate growth, and operate more efficiently.

"As our provider records expand to include affiliate providers and others across the health system, Verato has done a fantastic job helping us achieve accurate one-for-one matches," said Aaron Miri, Senior Vice President and Chief Digital & Information Officer at Baptist Health and a Verato customer.

Built for Healthcare. Designed for Outcomes.

Verato unifies, enriches, and continuously synchronizes trusted provider identities across systems of record, engagement, and insight, creating a single, governed source of truth for every clinician, facility, and organization.

The result is accurate data you can trust, actionable network insights, and faster time-to-value across your most critical workflows.

Power Exceptional Experiences

Accurate, real-time provider identity ensures every interaction starts with confidence.

- Reliable provider directories and digital front doors
- Faster scheduling and access to care
- Accurate referrals and results routing
- Better provider and patient engagement

Deliver seamless experiences that strengthen trust and improve outcomes.

Accelerate Growth and Market Share

Turn provider intelligence into a strategic advantage.

- Faster credentialing and onboarding
- Reduced referral leakage
- Smarter network expansion and recruiting
- Better attribution and value-based care performance
- Insight into affiliations, volumes, and territory coverage

Know where to grow—and act with precision.

Improve Efficiency and Compliance

Streamline operations with a governed, healthcare-specific source of truth.

- Fewer denied claims and manual reconciliation
- Automated enrichment and duplicate resolution
- Built-in compliance for directories and credentialing
- Lower IT and stewardship burden
- Real-time synchronization across every system

Reduce cost, risk, and operational friction.

Faster Time to Value

Unlike traditional master data management approaches, Verato is built for healthcare and designed to deliver impact fast—bringing trusted provider identity and network intelligence live in months, not years, without heavy configuration or manual effort.

Step 1: Unification

Add data about clinicians, facilities, and orgs to Verato using pre-built and extensible data models

Value: Create a single source of truth for provider identity data across credentialing, directory, EHR, CRM, and other sources; gain a single enterprise ID for each entity

Use cases: Interoperability of provider identity data across applications

Step 2: Enrichment

Fill in the blanks of your provider identity data with core license, specialty, and outreach data

Value: Ensure your provider identity data is complete, accurate, and up-to-date

Use cases: Provider liaison, analytics, and results routing

Step 3: Management

Steward, govern, update, and author data in Verato to ensure the most accurate data

Value: Maximize data quality in a single central application.

Use cases: Enterprise-wide data quality and governance

Step 4: Propagation

Distribute the best version of your unified and enriched data into workflows and data platforms

Value: Ensure the best provider identity data for any use case is injected directly into the application that needs it

Use cases: Data synchronization, cloud data platforms, AI

Step 5: Intelligence

Gain intelligence into the providers in your service area using out-of-the-box analytical models in Verato

Value: Understand affiliations, networks, and growth opportunities

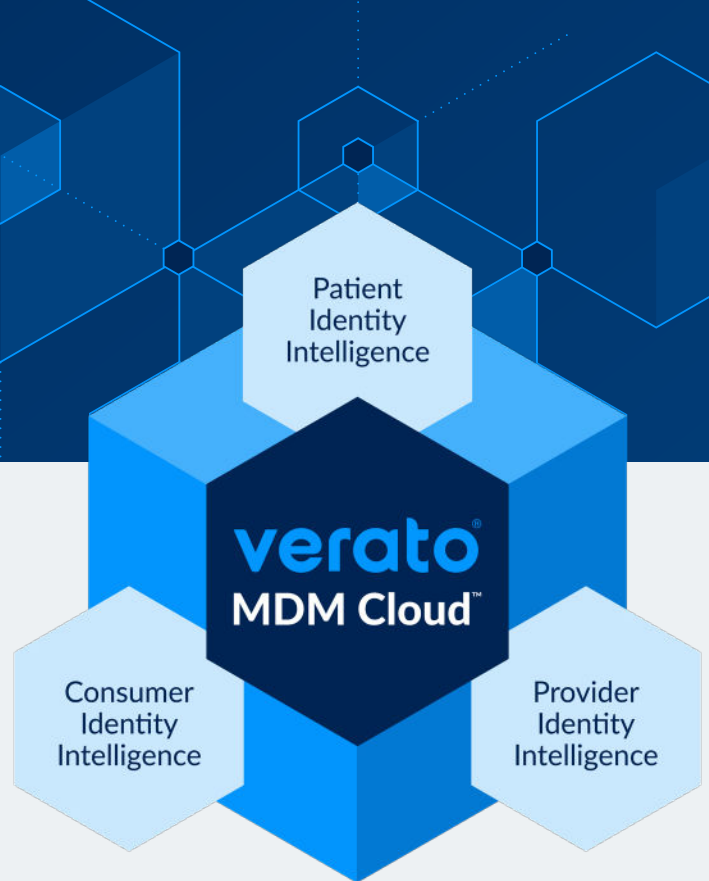**Use cases:** Health system affiliations, revenue growth strategy, leakage and throughput

Customer success

The Verato commitment to customer success is comprehensive and consistent throughout your entire experience, including as you integrate new sources, tackle new projects, and think of new use cases.

Benefits of working with Verato:

- Dedicated technical Customer Success Manager

- Access to identity experts with 160+ years of expertise

- Personalized enablement and training for your team

- Incremental bulk data processing

- Annual health checks

- Proactive 24x7 support

From initial configuration through ongoing adoption, Verato experts will be with you at each step to provide advice, best practices, and support.

Patient Identity Intelligence

verato®
MDM Cloud™

Consumer Identity Intelligence

Provider Identity Intelligence

Always trusted
Built-in enrichment and daily updates

Always synchronized
Real-time APIs and pub/sub

Always actionable
Insights for growth and strategy

Verato®, the identity intelligence company, solves the problem that drives everything else—Knowing Who Is Who™. Proven in healthcare. Trusted everywhere.

Verato MDM Cloud™ delivers unprecedented identity intelligence by combining industry-leading identity accuracy with enterprise-wide data mastering to unify, enrich, and manage identities across systems of insight, engagement, and record —unlocking more accurate, actionable data insights.

With complete, accurate, and trusted identity intelligence, Verato improves business results by powering exceptional consumer experiences and patient outcomes, fueling business growth, accelerating AI readiness, boosting productivity, and reducing costs across every business process that consumes identity. For more information, visit **verato.com.**

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