

Verato Multidomain for Healthcare

One trusted identity foundation for consumers, patients, and providers

Power better engagement, stronger networks, and improved outcomes

Healthcare organizations rely on accurate identity data to connect people, care, and services. But consumer, patient, and provider identities are often fragmented across disconnected systems, which slows growth, increases operational costs, and limits trust in data.

Verato Multidomain for Healthcare unifies these identity domains on a single, trusted foundation. With a more complete and accurate view across healthcare identities, organizations can engage more effectively, operate more efficiently, and scale with confidence.

A single identity foundation for a complex healthcare ecosystem

Healthcare identity spans multiple domains:



Consumers driving access, marketing, and digital engagement



Patients enabling safe, efficient care delivery



Providers supporting onboarding, networks, and operations

When identity data is managed separately, organizations face record duplication, gaps, and inconsistencies leading to downstream strain and risk. Verato connects consumer, patient, and provider identities on one healthcare-specific foundation, eliminating silos and improving trust across systems.

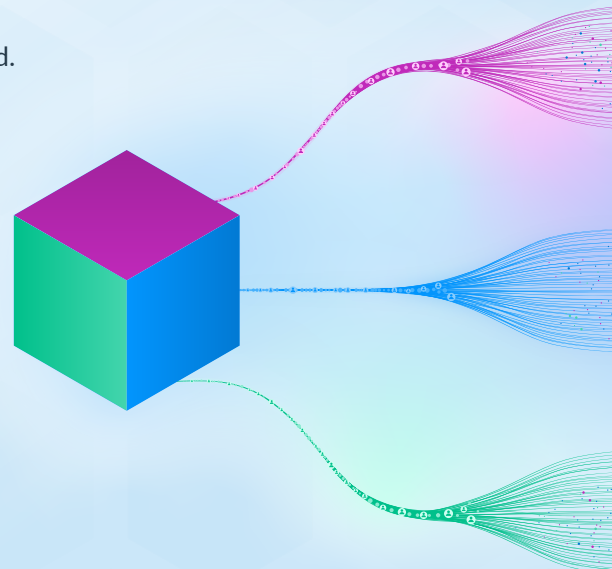
Go beyond records: understand identities and their relationships

Identity is not just about individual records, it's about how people are connected.

Verato enables organizations to:

- Link consumers to patients across digital and clinical journeys
- Connect patients to providers across care delivery
- Model relationships across households, organizations, and locations

This relationship-aware foundation enables more coordinated care, better engagement, and more effective network strategies.



Deliver the right view to the right user

Not every user needs the same view of an identity. With Verato Smart View[®], organizations can deliver role-based views of the same individual:

- Call center agents see relevant demographic and interaction data
- Clinicians access clinical and care-related information
- Marketing teams view engagement and outreach data
- Sensitive data (e.g. donor or financial information) is governed and restricted

This ensures data is both actionable and appropriately controlled across the organization.



Tailored identity management for each domain

Different identity domains require different approaches:

Patients: High-volume, highly automated identity resolution and stewardship

Providers: Lower volume, high-value records requiring more manual governance and control

Consumers: Flexible identity resolution with enrichment to support growth and engagement

Verato supports domain-specific strategies within a unified platform, enabling both automation at scale and high-touch data management where needed.

What organizations can do with Verato



Accelerate growth and engagement

Unify identities to improve acquisition, access, and personalized experiences.



Improve efficiency and reduce cost

Reduce duplicate records and manual reconciliation across clinical, digital, and operational workflows.



Strengthen provider networks

Establish accurate provider identity to support faster onboarding, directory accuracy, and smoother workflows.



Increase confidence in data and analytics

Leverage highly accurate identity matching and enrichment to support reporting, decision-making, and AI initiatives.



Start small and scale

Begin with a single domain and expand across consumers, patients, and providers, without rework.



How it works

Verato operationalizes multidomain identity through a modern, healthcare-specific platform:



- **Connect** identity data across systems and domains
- **Resolve** identities using advanced matching with Verato Referential Matching® and Verato Match Tiers®
- **Enrich** records with verified data using Verato Enrich®
- **Manage** identities with automated and manual stewardship, including Verato Managed Record
- **Activate** identity data through role-based views and downstream systems

Why Verato

Verato is purpose-built for healthcare, combining industry-leading identity accuracy, native enrichment, and healthcare-specific data models. Unlike generic MDM solutions, Verato is designed to solve real healthcare identity challenges today and as organizations grow.

Built for better outcomes

By bringing consumer, patient, and provider identity data together on one trusted foundation, Verato helps healthcare organizations deliver better experiences, improve operations, and achieve better outcomes.



Learn more

Discover how Verato Multidomain for Healthcare can help your organization unify identity, improve outcomes, and move forward with confidence.

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Verato®, the identity intelligence company, solves the critical challenge of Knowing Who Is Who™. Proven in healthcare and trusted everywhere, Verato MDM Cloud™ unifies, enriches, and manages identities with unmatched accuracy—powering better experiences, improved outcomes, AI readiness, productivity, growth, and cost reduction across identity-driven business processes.