

# Verato MDM Cloud™

**Solving the problem that drives everything else—Knowing Who Is Who.™  
Proven in healthcare. Trusted everywhere.**

## Overview

Verato MDM Cloud™ helps healthcare, life sciences, and other regulated organizations overcome fragmented identity data across clinical, operational, and digital systems. Duplicate, incomplete, and inconsistent records often limit interoperability, weaken patient, member, and provider experiences, and reduce the value of analytics, AI, and digital transformation efforts.

By combining industry-leading identity accuracy with enterprise-wide data management, Verato unifies, enriches, and governs identities across systems of record, engagement, and insight. This creates a trusted identity foundation that supports better decisions, stronger outcomes, and more effective business processes.

As organizations become more connected, identity challenges extend beyond a single domain. A multidomain strategy helps organizations manage the distinct requirements of patient or member identity, consumer identity, and provider identity. Together, these domains support safe care delivery, digital engagement and growth, and accurate provider network operations.

With trusted identity intelligence across domains, organizations can improve consumer and patient experiences, accelerate AI readiness, increase productivity, lower costs, and drive business growth.



### Power Exceptional Experiences & Outcomes

Verato provides a complete, trusted view of individuals, enabling better interactions across every touchpoint.

- Deliver personalized, seamless patient and provider experiences.
- Enable accurate patient identification and care coordination.
- Improve clinical trial recruitment and engagement in life sciences.



### Fuel Business Growth

Ensuring identity accuracy unlocks more effective engagement and revenue opportunities.

- Improve targeting, segmentation, and campaign performance.
- Increase referral capture and network utilization.
- Enable real-world evidence generation and commercial insights.



### Improve Efficiency & Accelerate AI

Verato provides identity as a foundational data layer that powers enterprise-wide transformation.

- Eliminate manual data reconciliation and duplicate resolution.
- Strengthen governance and compliance.
- Provide trusted data for analytics, machine learning, and AI.

## Key Capabilities

### 1 Referential Matching® (Best-in-Class Identity Resolution)

Verato delivers unmatched identity resolution accuracy with its patented Referential Matching® technology, achieving up to 98%—significantly higher than traditional probabilistic approaches.

### 2 Native Data Enrichment

Verato enriches identity records with authoritative third-party and proprietary datasets to build more complete, actionable profiles.

### 3 Multidomain for Healthcare

Verato unifies consumers, patients, providers, and organizations on a single identity foundation, enabling connected identities, relationships, and coordinated workflows across systems.

### 4 Digital Identity Verification

Verato verifies digital identities in real time to enable secure, frictionless interactions.

### 5 AI-Powered Data Governance

Verato automates governance workflows to keep identity data trusted and usable.

### 6 Cloud-Native, Scalable Platform

Verato integrates seamlessly with enterprise platforms, making it a solution built for modern data ecosystems.

## Conclusion

Verato MDM Cloud™ gives modern healthcare, life sciences, and other regulated organizations the identity foundation they need to succeed in a data-driven world. By delivering **accurate, enriched, and trusted identity data**, Verato empowers organizations to move beyond fragmented records and unlock better experiences, smarter growth, and more efficient operations.

With Verato, organizations can finally solve the problem that drives everything else: **Knowing Who Is Who™**

## Key Differentiators



### Purpose-Built for Healthcare

Unlike generic MDM platforms, Verato is designed specifically for healthcare's complexity, regulatory requirements, and identity challenges.



### Unmatched Accuracy at Scale

- 98% identity resolution accuracy
- 24% improvement over traditional approaches



### Massive Reference Data Advantage

Verato curates a U.S. reference dataset continuously to resolve identities with confidence—even when data quality is poor.



### Fast Time to Value

- Go live in weeks
- ROI in under 4 months for many customers



### Enterprise-Wide Identity Foundation

- Supports multiple identity domains (patient, provider, consumer)
- Connects data across systems, organizations, and networks
- Enables interoperability and longitudinal record creation

Over 100 leading organizations rely on Verato as the single source of truth for identity, enabling a complete and trusted view of the people they serve.

