



Case Study • 360-Degree View

# Powering Care Access and Enterprise Growth with Trusted Provider Identity Intelligence



## Company Overview

A leading nonprofit health system in the Washington, DC, metropolitan area chose Verato MDM Cloud™ and Provider Data Management™ solution to establish a single, reliable source of provider identity across the enterprise. By resolving provider identity issues and managing them centrally, the system enhances revenue protection, accelerates growth initiatives, and improves downstream system performance through unified, enriched provider profiles, standardized specialties, more robust analytics, and a scalable data foundation designed for enterprise-wide impact.

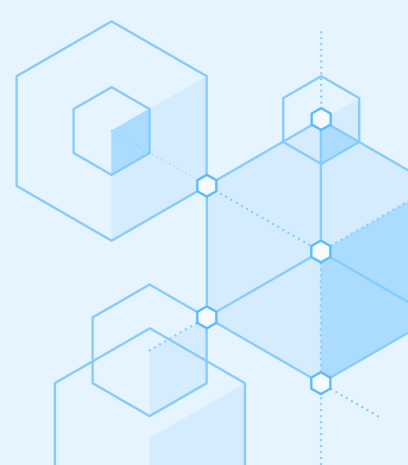
## When Provider Data Integrity Becomes a Business Barrier

This health system manages provider data across a complex yet typical ecosystem, including Epic®, credentialing systems, employment systems, CIN applications, analytics platforms, and CRM tools. Each system of record, engagement, and insight maintains its own version of provider and location data, which results in inconsistent identifiers, incomplete attributes, and limited governance.

This fragmentation causes data quality issues and reduces visibility into relationships among employed and clinically integrated network (CIN) providers, hampers referral optimization, lowers confidence in reporting, and increases manual reconciliation across claims, analytics, and engagement workflows.

Inconsistent provider data hindered their enterprise initiative to improve patient access, engagement, and care pathways, which rely on accurate provider directories, trusted specialty data, and clear network relationships. Without enhancements in the quality and availability of provider data, scalable analytics to support growth and achieve the desired outcomes are limited.

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## From Fragmented Records to Connected Intelligence

This health system selected Verato Provider Data Management™ as its enterprise master data management (MDM) platform for providers and locations, tailored specifically for healthcare and offering capabilities far beyond traditional, legacy MDM. Verato Provider Data Management (PDM) consolidates fragmented provider identities, delivers industry-leading accuracy in identity resolution, enriches provider attributes with trusted data, and provides tools to manage provider identities to prevent downstream errors.

Within Verato, provider and location records are reconciled using healthcare-specific referential matching and enriched with critical attributes such as NPIs, licenses, taxonomy codes and validated, timely address data. Provider profiles are standardized across specialties to improve clarity and analytics, creating a unified view that supports better decision-making, including customer-focused care navigation. A stewardship interface enables centralized ongoing governance and accountability, allowing the health system to identify the root causes of provider data issues and correct them upstream, rather than repeatedly fixing errors downstream in operational systems that continue to pollute the ecosystem.

From this unified foundation, Verato delivers purpose-built views of provider data to downstream systems, including Epic®, analytic tools, CRMs, and claims-related workflows. Each system receives trusted provider data tailored to its specific needs, enhancing performance without disrupting existing applications.

Early in the partnership, Verato analyzed the value of Verato Provider Data Management to confirm the platform’s capacity to resolve fragmented identities and generate actionable insights. The proof of value was demonstrated through:



- Identified 8,004 unique providers across 11,644 provider source records
- Populated 87.5% net new provider address data
- Filled 75.9% net new taxonomy codes, expanding coverage from zero to 5,332 populated taxonomy entries



The analysis also revealed significant overlap among employed, credentialed, and clinically integrated network providers, providing new insights into network composition and referral trends. These findings highlighted that provider identity is not merely a data quality issue but also a strategic asset for growth, analytics, and financial success.



## Turning Data Integrity into Business Advantage

By partnering with Verato, this health system is building an enterprise identity foundation that supports strategic initiatives, resolves provider identity issues once, and enables trusted use everywhere, including:






- Accurate provider directories and digital experiences
- Trusted enterprise reporting and analytics
- Improved referral optimization and network utilization
- Stronger CIN engagement and physician partnerships
- Reduced manual reconciliation across systems
- Improved claims performance through reduced provider-related inconsistencies

With unified provider data, the health system plans to lessen the manual effort needed to reconcile provider information across different systems. This allows teams to move their focus away from repetitive data upkeep toward more valuable tasks. Additionally, this setup aims to enhance claims performance by minimizing provider-related inconsistencies that can cause delays and rework.

From a growth perspective, the system aims to use a unified provider identity to better understand referral patterns, network overlap, and leakage across employed and clinically integrated network providers. A consistent and complete provider identity also enhances physician partnerships by increasing CIN engagement, clarifying provider tiering, and streamlining onboarding. Unified provider profiles further enable more reliable analytics and decision-making by powering accurate directories, trusted reporting, and scalable digital experiences across the enterprise.

## Why Verato? The Foundation of Trusted Identity

With Verato Provider Data Management™, the health system is transforming provider identity from a siloed, reactive function into a strategic enterprise capability—creating a scalable foundation for growth, revenue protection, and operational excellence.

-  **Provider identity is a strategic infrastructure.** A governed, centralized foundation enables faster, lower-risk enterprise initiatives.
-  **Growth is powered by visibility.** Unified provider profiles reveal referral patterns, network overlap, and leakage.
-  **Revenue protection starts upstream.** Resolving provider identity at the source reduces claims friction and rework.
-  **Trusted data enables execution of strategic priorities** that depend on accurate, standardized provider information.
-  **Solve it once, reuse everywhere.** A single identity foundation supports enterprise-wide analytics, CRM, credentialing, and network performance.



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