

Powering care access and enterprise growth with **trusted provider data management**

PURPOSE

A look at how this health system used Verato MDM Cloud™, with Verato Provider Data Management™, to replace fragmented, siloed provider records with a single trusted identity foundation, and what changed for care access, growth, and revenue protection once this health system made the switch.

BACKGROUND

A leading nonprofit health system in the Washington, DC, metropolitan area chose Verato MDM Cloud™ and PDM to establish a single, reliable source of provider identity across the enterprise. The health system manages provider data across a complex yet typical ecosystem, including Epic®, credentialing systems, employment systems, clinically integrated network (CIN) applications, analytics platforms, and CRM tools, each maintaining its own version of provider and location data.

CHALLENGE

Fragmented systems of record, engagement, and insight resulted in inconsistent identifiers, incomplete attributes, and limited governance. This reduced visibility into relationships among employed and CIN providers, hampered referral optimization, lowered confidence in reporting, and increased manual reconciliation across claims, analytics, and engagement workflows.

Inconsistent provider data hindered the health system's enterprise initiative to improve patient access, engagement, and care pathways, which rely on accurate provider directories, trusted specialty data, and clear network relationships.



Industry

Nonprofit health system

Region

Washington, DC, metropolitan area

Ecosystem unified

Epic®, credentialing, employment, CIN, analytics, and CRM systems

Verato solution

Verato MDM Cloud™ with Verato Provider Data Management™

SOLUTION

This health system selected Verato MDM Cloud™ as its enterprise master data management (MDM) platform, deploying PDM to master its provider and location data, built specifically for healthcare and offering capabilities beyond traditional, legacy MDM. Built on the Verato MDM Cloud™ identity resolution and governance capabilities, PDM consolidates fragmented provider identities, enriches provider attributes with trusted data, and gives teams the tools to manage provider identities and prevent downstream errors.

Within Verato MDM Cloud™, 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. A stewardship interface enables centralized governance, allowing the health system to correct data issues upstream instead of repeatedly fixing errors downstream.

From this unified foundation, Verato MDM Cloud™ delivers purpose built views of provider data to downstream systems, including Epic®, analytic tools, CRMs, and claims related workflows, each tailored to its specific needs without disrupting existing applications.

WHAT VERATO FOUND

5,332

taxonomy entries populated,
up from zero



Duplicate records: 3,640 redundant source records consolidated into unique provider identities.



Network overlap: significant duplication among employed, credentialed, and CIN providers.



Strategic signal: provider identity revealed as a growth and revenue asset, not just a data quality fix.

RESULTS

8,004

unique providers
identified across 11,644
source records

87.5%

net new provider
address data
populated

75.9%

net new taxonomy
codes filled

- ✓ **Accurate directories.** A governed identity foundation enables faster, lower-risk enterprise initiatives.
- ✓ **Better referral optimization.** Unified profiles reveal network overlap and leakage among employed and CIN providers.
- ✓ **Reduced manual reconciliation,** freeing teams for higher-value work instead of repetitive data upkeep.
- ✓ **Improved claims performance,** as resolving identity upstream reduces friction and rework.

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, business growth, and AI-native efficiency across identity-driven business processes.

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