

# AI-Ready Identity Intelligence

*Trusted identity data and intelligent automation for safer, smarter healthcare AI*

AI is only as good as the identity data underneath it. Verato fixes that at the source, then embeds AI directly into identity workflows so stewards and analysts can work faster, more accurately, and with greater confidence.



## Power Exceptional Experiences & Patient Outcomes

Teams find the right record faster and see a complete, trusted view of every person across every interaction, so decisions and care happen with confidence.



## Fuel Business Growth

Faster record verification supports segmentation and campaign execution, while shared Verato identity data lets growth platforms and agents work from a single source of truth.



## Power AI-Native Efficiency

AI-powered recommendations and match explanations speed up resolution for data stewards, while the Verato MCP Server lets AI agents work safely with identity data.

### Capabilities

- **Verato Referential Matching®**: a patented, reference-data-aware approach to identity resolution
- **Verato Smart Steward™**: AI-powered recommendations and prioritization that help stewards move faster without losing control
- **Vera**: a conversational way for stewards and analysts to search identities and get plain-language match explanations
- **Phonetic Matching**: AI-powered recognition of name and spelling variations to improve match accuracy
- **MCP Server**: governed, permissioned identity access for AI agents

### Differentiators

- Purpose-built for healthcare identity, not adapted from a general-purpose MDM tool
- 24% more accurate than traditional probabilistic matching, according to an independent 2022 Regenstrief Institute study, since explainability is only as strong as the matching underneath it
- Governed, permissioned access with a full audit trail for every AI agent connecting through the Verato MCP Server

**Built on trusted identity. Ready for healthcare AI.** Verato provides a foundation that improves data quality, reduces manual effort, and supports explainable insights. It helps teams and AI agents know who they're dealing with. This enables more connected experiences, smarter growth, and more efficient operations across every clinical, digital, and analytics workflow.