Fill the gaps. See the whole person.

Verato Enrich® adds healthcare-ready data to every identity Verato already manages.

Healthcare organizations struggle with missing and inconsistent data that drives up costs and slows care, retention, and acquisition. Verato Enrich® closes the gap with healthcare-ready supplemental data, natively integrated into Verato MDM Cloud™ and anchored to trusted identity, supporting more effective outreach, stronger segmentation, and scalable growth across analytics, care delivery, and engagement.

40% more

attributes captured than other third-party data vendors, for a large health system serving 9 million residents

Enrich for outreach

Outreach adds current contact and demographic data linked to the identities Verato already manages. It streamlines data procurement and quality management, connects data to the correct person through Verato's identity management, and reduces the operational burden on IT and data analytics teams.

Current email and phone data also drives better reach and higher engagement for marketing, new patient outreach, and existing patient engagement.

ATTRIBUTES ADDED

- **Email:** address, opt-in, quality level
- **Phone:** number, type, quality level
- **Address:** lines 1–2, city, state, postal code

Enrich for SDOH

Social determinants of health are a major driver of overall health outcomes. Enrich adds lifestyle, interests, financial, and demographic data that supports food and housing insecurity programs and services, patient care communications, and health equity.

It also strengthens care management, population health, and transportation assistance.

ATTRIBUTES ADDED

- **Demographics:** education, marital status, race/ethnicity, religion
- **Economic security:** occupation, income, credit range
- **Social context:** household composition, housing/home/car ownership
- **Interests:** exercise, diet, tobacco use, donation interest

Enrich for address verification

Undeliverable or incorrect addresses raise costs and slow care. Verato's CASS-certified, real-time address verification confirms deliverability and geocodes every address, supporting bills and EOB statements, marketing materials and clinical results, and mandatory statements and notifications.

Metadata linked at the census tract or county level also powers proximity-based analytics, joining data sources by zip+4, and growth analytics.

ATTRIBUTES ADDED

- **Verification:** zip+4, deliverability
- **Metadata:** business/residential, vacant, multi-dwelling
- **Geolocation:** latitude, longitude, census tract, county

Enrich for provider core

Incomplete provider data breaks referrals and directories. Verato Enrich® fills in license, specialty, and organization data to support finding a doctor, scheduling, and care coordination.

It also supports relationship management and analytics through provider outreach and recruiting, performance reporting, and ad hoc reporting.

ATTRIBUTES ADDED

- **Demographics:** name, gender, phone, email, address
- **License:** license #, NPI, DEA #, state registration
- **Specialty:** primary/secondary, area of expertise
- **Organization:** name, legal name, parent name

Integrated with Verato Data Explorer™: Slice, analyze, and activate Verato Enrich® attributes as cohorts, natively in the Verato UI. Export straight into your downstream systems. No separate BI step required.

Proof Point: A large health system serving 9 million residents used Verato Enrich® to build a complete consumer view for its marketing and outreach programs, pulling clinical, claims, and third-party data into one enterprise view.

40%	35%	24%
more attributes captured	improved conversion	email CTR lift

Fill in the gaps. Learn more about Verato Enrich®. →

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 independently verified accuracy, powering better experiences, improved outcomes, business growth, and AI-native efficiency across identity-driven business processes.

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