

Better data. Better decisions. Better care.

Gain a complete, trusted view of clinician and organization data with Verato Provider Data Management™.

Provider data powers patient access, network growth, and nearly every clinical and financial workflow you run, yet it's chronically wrong. It lives in credentialing, the EHR, HR, the CRM, the directory, and claims, with no single team owning all of it, so an update in one place never reaches the rest. Most organizations still fix it by hand, one record at a time, after something has already broken. The front door is the symptom everyone sees. The cost is spread across every system that touches a provider.

50% of providers had at least one directory deficiency; 42% of locations had a highest-impact deficiency.

CMS Provider Directory Review, Round 3, 2018

4.22 min

to verify a provider record by phone, roughly \$4 per provider per location in call center costs.

AHIP / Availity

\$10K

average cost per day of delayed provider onboarding for a medical group.

Merritt Hawkins, 2019

2x

more likely to receive out-of-network care after hitting an inaccurate directory (40% vs. 20%).

NIH

Why is provider data such a challenge?

Variety

Provider data spans people, organizations, and often both, with layered attributes that affect billing and care access alike. Missing or inaccurate fields compound at every downstream handoff.

Velocity

Providers move. Roughly 1 in 5 change practices within two years, and every move ripples through every downstream system before anyone notices it happened.

Value

Every department edits provider data its own way. IT reconciles conflicting versions against outside feeds like the National Plan and Provider Enumeration System (NPPES), with no centralized hub.

Built for every provider data buyer

■ Health system

Provider records are fragmented across credentialing, the EHR, HR, CRM, and claims, with no single owner.

■ Payer / health plan

Network and directory data comes from rosters and attestations that go stale on arrival.

■ Health tech

Vendors inherit their customers' provider data problems, with no reference data of their own to resolve against.

■ Life sciences

Prescriber identity is split across commercial, claims, and CRM sources, with incomplete org hierarchies.

How Verato helps

Verato Provider Data Management™, part of Verato MDM Cloud™, curates and synchronizes provider information into one centralized hub, distributed to every system that needs it, without sacrificing accuracy for speed.

Provider MDM

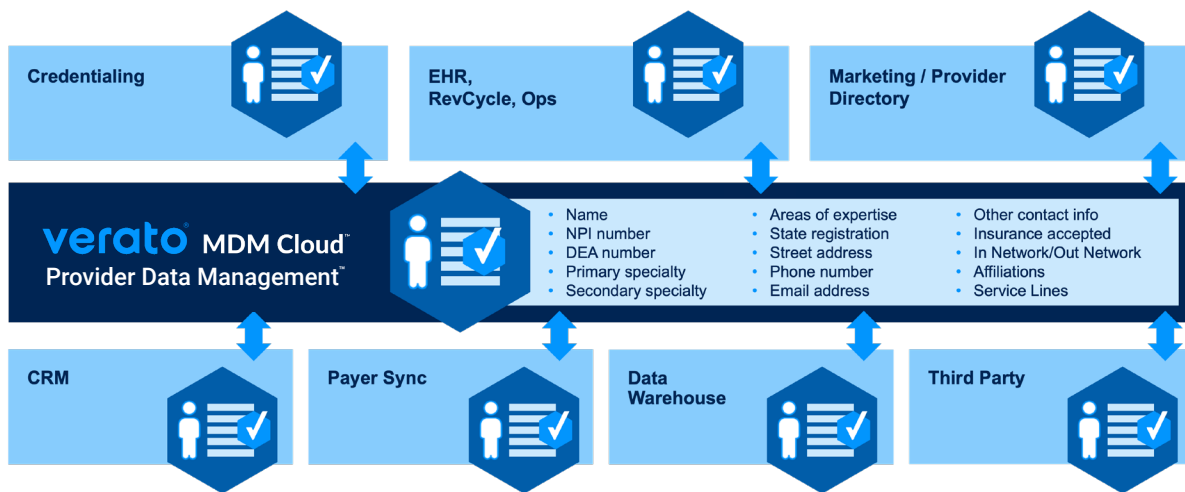
Verato Referential Matching® resolves duplicate and fragmented clinician and organization records into one golden record, even when source systems disagree.

+ Core Enrichment

Fills that record with validated, current attributes: licenses, specialties, contact info, and affiliations for the providers you already know.

+ Network Enrichment

Extends the same accuracy to your whole market, known and unknown providers, surfacing affiliations, referral patterns, and growth opportunities.



Why Verato

- ✓ Built-in supplemental data. No third-party reference data to buy or maintain.
- ✓ Modern APIs. Interoperability across any combination of systems, ready out of the box.
- ✓ Fast to deploy. No extensive tuning or mapping needed to match your population.
- ✓ Never goes stale. Up to daily updates, with alerts on critical changes.

Proof Point: A leading nonprofit health system in the Washington, DC, metro area consolidated provider records fragmented across its EHR, credentialing, and CRM systems into one enterprise MDM platform, sharpening referral optimization and reporting confidence.

Customer success

Every deployment comes with a dedicated Customer Success Manager and access to identity experts with 160+ years of combined healthcare experience. Personalized enablement and training get your team up to speed fast, annual health checks keep match quality and coverage from quietly drifting, and proactive 24x7 support carries you from initial configuration through ongoing adoption.

See it in action. Learn more about Verato Provider Data Management™. →

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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