How Verato compares

How Verato MDM Cloud™ stacks up against four leading master data management and identity vendors across the capabilities healthcare buyers weigh most. Competitor names are withheld and shown in no particular order.

Capability	Verato	Vendor 1	Vendor 2	Vendor 3	Vendor 4
Identity matching approach	● Referential + AI	○ Probabilistic / rules	○ Probabilistic / rules	◐ Legacy probabilistic	○ Probabilistic / rules
Healthcare-grade match accuracy	● Independently validated	◐ Tuning-dependent	◐ Tuning-dependent	◐ Adequate, ages with data	◐ Tuning-dependent
Purpose-built for healthcare	● Built for healthcare identity	○ Industry-agnostic	○ Industry-agnostic	◐ Interoperability-first	○ Industry-agnostic
Native enrichment, anchored to identity	● Native to golden record	○ Third-party / bolt-on	○ Third-party / bolt-on	○ Not native	○ Not native
Multi-domain MDM (patient, provider, org)	● Unified multi-domain	● Multi-domain	● Multi-domain	○ Limited beyond EMPI	◐ Multi-domain, generic
Speed to value / implementation	● Pre-built; ~90-day median	◐ Configuration-heavy	○ Long, configuration-heavy	◐ Moderate	◐ Configuration-driven
Cloud-native architecture and scale	● Cloud-native, API-first	● Cloud-native	◐ Hybrid / legacy elements	○ Not born in the cloud	◐ Varies by edition
Healthcare security and compliance depth	● Highest assurance, long-held	◐ Framework varies	◐ Alternative frameworks	◐ Entry-level / scoped	○ Varies
Customer satisfaction and retention	● Third-party-validated leader	◐ Category average	○ Below category average	◐ Category average	◐ Category average

● Strong capability ◐ Partial / configuration-dependent ○ Limited or not native

Why Verato wins

Accuracy that clears the healthcare bar

Verato Referential Matching® verifies identity against curated reference data instead of guessing from similarity — independently validated as 24% more accurate than probabilistic matching, at 1-in-1,000,000 precision

Built for healthcare, not adapted to it

Pre-built patient, member, and provider data models and workflows come standard — where generic, industry-agnostic MDM platforms need heavy configuration to approximate healthcare use cases.

Enrichment anchored to identity

Demographics, social determinants, and provider attributes are appended natively to the golden record — no separate data vendor, contract, or integration to stitch together.

Faster value, higher satisfaction

Cloud-native and pre-configured for a median time to value near 90 days, backed by third-party-validated satisfaction and retention well above the MDM category.

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