

# Every test. Every patient. One trusted identity.

One patient identity, across every practice that feeds your lab.

The same patient arrives from every practice with a different name, address, or insurance ID. Without an identity layer above the LIS, each new submission becomes a new record — fragmenting diagnostic history and creating rework downstream. Every new practice or acquired Laboratory Information System (LIS) adds another round of manual reconciliation.

**Duplicates fragment history.**  
Stale physician data misdirects results.

**Mismatches mean billing rework.**  
New practices mean more reconciliation.

Verato resolves patient and ordering physician identity into one layer above the LIS—so every test contributes to one history, and every result reaches the right physician.

## What trusted identity unlocks

### 1 Deliver results with confidence

Keep ordering physician identity and practice information more current as physicians move and affiliations change.

### 2 Build one longitudinal patient view

Resolve patient identity across ordering sources and LIS platforms so every test contributes to the right history.

### 3 Protect ordering relationships

Reduce avoidable result-delivery failures and give physician-relations teams a more reliable view of the ordering community.

**Keep the LIS.**

**Unify the identity.**

## Built for the independent lab reality

**You don't control every ordering source.**

Create one neutral identity layer across independently operated practices, clinics, and health systems.

**Your physician directory never stops changing.**

Keep ordering physician records current without manual LIS tables or spreadsheets.

**You still own the result.**

Reduce delivery errors, billing rework, and physician frustration at intake.

## Make every ordering source recognize the same patient

Verato MDM Cloud™, powered by Verato Referential Matching®, resolves patient and physician identity across orders, LIS, portals, billing, and AI.

### 01 RESOLVE

Connect fragmented patient submissions and ordering physician records across practices, LIS platforms, portals, billing, and data systems.

### 03 GOVERN

Maintain source lineage, stewardship, and auditability as identities, locations, and affiliations change.

### 02 ENRICH

Add current patient contact and physician attributes where licensed so downstream teams start with better data.

### 04 ACTIVATE

Publish trusted identity to result delivery, revenue cycle, analytics, outreach, reporting, and AI workflows.

## Works across the lab data ecosystem



Ordering EHRs



LIS Platforms



Physician Portals



Billing + RCM



Data + AI

## One identity layer. Two lab imperatives.

### ORDERING COMMUNITY

Unify patient submissions and ordering physician identity across the sources feeding the lab.

### MULTI-LIS EXPANSION

Extend the identity layer across acquired patient databases and fragmented LIS environments.

## Why Verato



### Healthcare-specific identity

Resolve difficult patient and provider records using Verato Referential Matching®.



### Patient and physician together

Connect the patients, ordering physicians, organizations, and relationships behind lab workflows.



### Reusable across systems

Make trusted identity available to LIS, portals, billing, analytics, reporting, and AI.

Stop reconciling records. Start trusting the result. Request a demo. →

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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