

Verato[®] and Epic[®] better together

Get more out of your Epic investment

Verato picks up where the capabilities of an EHR end. By combining the data management features of the Verato hMDM[™] platform and patient record accessibility of Epic[®] you can achieve a single source of truth for identity across the care continuum.

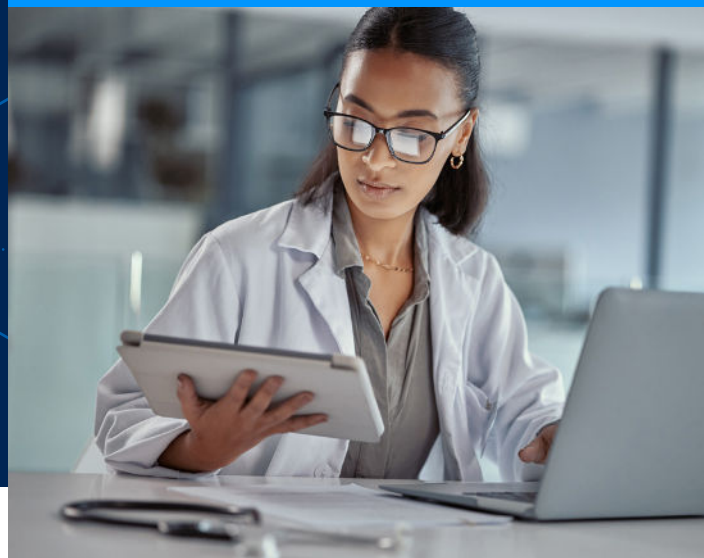
All EHRs have limitations, including Epic

EHRs are built to document, store and retrieve a person's medical history enabling healthcare professionals to access the data when necessary for clinical and billing purposes. However, EHR systems including Epic[®], are not built to manage identity data that originates outside of the EHR.

In addition to the EMR systems, there are hundreds of additional systems for a given healthcare organization that uses patient and provider data including care management, analytics, and pharmacy.

No matter how many practices in your organization use Epic, the challenge remains in having data sources with patient and provider data that don't talk to each other.

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Verato is not affiliated with Epic Systems, Inc.



The average hospital has **16 disparate EMR vendors in use** at affiliated practices.¹

Nearly 75% of hospitals must manage **over 10 disparate outpatient vendors**.¹

An average clinic holds up to **12% of duplicated medical records**.²

1. Healthcare IT News, Why EHR data interoperability is such a mess in 3 charts

2. Code IT, Challenges of interoperability in healthcare

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EHRs have identity challenges, and Epic® is no exception

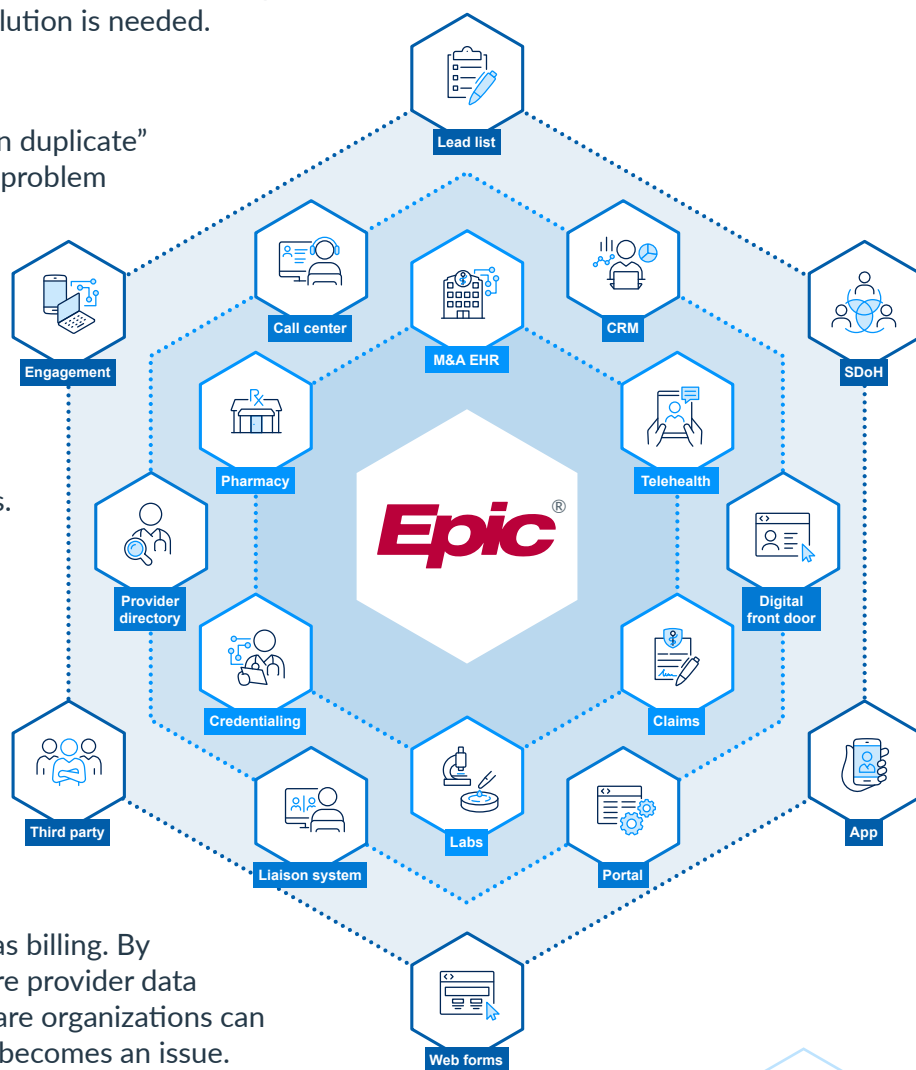
EHR systems, including Epic®, struggle with identity resolution because it inevitably requires managing data from external applications, which isn't a primary capability of any EHR system. Epic Identity, Epic's MPI module, offers limited matching capabilities, resulting in upwards of 20% duplication rates. At the same time, Epic requires that organizations stay at a 3% or lower duplication rate. To get Epic's full value, an hMDM solution is needed.

Duplicates

Relying on the EHR alone leads to "hidden duplicate" issues, which masks the full scope of this problem for organizations. Patient identity resolution and management is a challenging problem that requires a dedicated solution that can work outside the bounds of any EHR and any source system. Without a flexible solution in place, many organizations find themselves forced to deploy costly and inefficient workarounds.

Impacts across the organization

Additionally, provider identity is also at risk for costly mistakes without a dedicated solution in place. During a referral, the referred providers are often registered within the EHR "on the fly" to complete the scheduling. This ad hoc registration can lead to inaccurate and missing information required for downstream business purposes such as billing. By investing in a solution that can help ensure provider data is correct, complete, and current, healthcare organizations can head off inaccurate information before it becomes an issue.



"We were somewhat frustrated with Epic because it seemed like we didn't always see all the duplicates we should have seen. And one of the reasons we partnered with Verato was that you could pull all the data and find more than what we could in Epic. And that's exactly what happened."

- Director of Health Information Management and Privacy Officer at Healthcare System

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How Verato can help

Verato hMDM is the next-generation identity data management platform purpose-built for healthcare to be the single source of truth for identity across the care continuum.



The Verato hMDM platform is built to manage person and organization data across fragmented sources, including in EHRs like Epic. Whether you are migrating EHRs, building out longitudinal records for improved care delivery, or looking for real time health information to coordinate care, Verato has you covered.

The Verato approach

Our frictionless platform that connects to all your data sources to identify and link your data to the right person with the highest accuracy in the industry, in real time and provides you with a modern user interface to help you understand, manage, and steward your identity data.

- Find significantly more duplicates than with Epic's matching including Epic KNDs.
- Integrate with Verato during registration to look up patients before creating a new record in Epic to prevent duplicates from being created.
- Migrate new patient rosters into Epic landing the data on the correct MRNs.
- Integrate new data sources with clinical-grade sources without impacting clinical quality.
- Use Verato hMDM as the unique master identifier for a person in analytical workflows.
- Utilize a modern, intuitive user interface to enable more efficient data stewardship.

Resolve duplicates with Verato to save millions

Verato can make matches even where other systems struggle to reconcile records. In the case of a large non-profit health system, Verato was able to address a backlog of over 140,000 records that Epic deemed too challenging to match.

Migrate data with Verato to streamline operations after a merger

Fairview Health, an integrated health system based in Minnesota merged with Health East. Each health system was on their own version of Epic and post-merger, integrated into one instance of Epic which was then connected to their CRM. Before Verato, Fairview Health was planning to hire 40 additional people to their HIM teams to accommodate the influx of duplicate patient records that needed manual intervention. However, with Verato in place as their interoperability solution, Fairview Health did not have to increase their headcount.

Whole person view with Verato to drive marketing ROI

An integrated health system serving 12M people is committed to delivering a remarkable healthcare experience and they do this by making sure they know each of their 12M patients the way we all hope our doctors and healthcare providers know us. They were unable to measure the impact of their marketing initiatives. So they used Verato to connect their multiple instances of Epic, their Salesforce® CRM, their Portal, MDM, and third-party data sources they can achieve a 360-degree view of the people they serve. This visibility enables their team to understand how their marketing efforts are tracking to maximize the value.

Customer success

Resolving identity across your ecosystem is a complicated journey. From initial configuration through ongoing adoption, Verato experts will be with you at each step to provide advice, best practices, and support to ensure you successfully cross the finish line and finally know who is who.

The Verato commitment to customer success is comprehensive and consistent throughout your entire experience, including as you integrate new sources, tackle new projects, and think of new use cases.

Benefits of working with Verato:

- Dedicated technical Customer Success Manager
- Over 160 years of identity expertise
- Personalized enablement and training
- Incremental bulk data processing
- Annual health checks
- Proactive 24x7 support

“Verato became our source of truth for patient ID. The right data got linked to the right patient.”

Dr. Barr, Atlantic Health

Accurate

- Verato-patented approach to Referential Matching
- Combine clinical, analytical, and consumer grade sources without compromising quality
- Independently verified 98% accurate

Proven

- Over 90 healthcare customers
- 99th percentile Net Promoter Score
- Majority of U.S. identities flow through Verato each year

Dynamic

- Rapid time to value due to our cloud-based APIs
- No complicated configuration and set up
- Effortlessly scalable as you grow

Secure

- Continuous threat monitoring and testing
- Data encryption in flight and at rest
- Top industry certifications including HITRUST and SOC2

Verato enables digital engagement, clinical interoperability, cloud transformation, and provider data integrity by solving the problem that drives everything else—knowing who is who. The Verato hMDM platform, the industry’s first purpose-built healthcare master data management solution, enables a complete and trusted 360-degree view of patients, consumers, members, providers, and communities. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

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