

Is it time for master data management?

Five symptoms, one root cause: no shared source of truth.

When patient, member, provider, and consumer records live in disconnected systems, every downstream process inherits the risk. Care, claims, credentialing, marketing, AI: all of it runs on the same broken foundation. Check the boxes that sound familiar.

- ☐ **Your teams can't agree on who is who.**
EHR, CRM, and claims systems each hold a different version of the same person.
- ☐ **Your AI and analytics initiatives are stalling.**
Fragmented identity is the blocker leadership finds after funding the AI.
- ☐ **Referrals, claims, or credentialing keep breaking down.**
Denied claims, referral leakage, and slow provider enrollment trace back to the same unresolved identity.
- ☐ **A merger, migration, or modernization just exposed the problem.**
Cloud moves and M&A force every system's identity assumptions into the open at once.
- ☐ **Manual stewardship is eating your team's time.**
Headcount grows with data volume instead of shrinking with outcomes.

The takeaway. Two or more checked? It's a missing identity foundation. Verato MDM Cloud™ resolves who is who once, enriches it, and feeds it everywhere it's needed.

24%

more accurate matching,
3rd-party verified by
Regenstrief Institute

~90 days

median time
to go-live

4.9/5

rating on Gartner® Peer Insights™,
with 94% of reviewers saying they'd
recommend Verato

See where your identity data stands. Learn more at verato.com →

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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