

The Hidden Dependency Behind Every Health Tech Investment

Connected care experiences, cross-platform growth, and AI: three big bets, one shared dependency most companies don't treat as strategic until it starts breaking things. That dependency is identity, the ability to know, reliably and consistently, who is who across every system and interaction.

Identity doesn't fail all at once. It fails in stages, and each stage makes the next one worse.

Patients expect the same recognition from providers and health plans that they get from rideshare apps and streaming platforms. Records sit scattered across EHRs, CRM, claims, and portals, so no system sees the whole person.

01 Where it breaks first: the care experience

A patient isn't recognized across touchpoints. A referral arrives without context because two systems can't agree on who the person is.

*Nearly half of patients who switch primary care providers do so voluntarily, most often because they felt rushed or unheard. Switching can cut a provider's revenue by up to 10%.**

02 Then it stalls growth

Every new product, customer, or acquisition compounds the identity problem, multiplying fragmented records instead of resolving them.

*No universal patient identifier exists. Among hospitals, 57% report barriers to integrating patient data, and identity is frequently the root cause.**

03 And AI can't deliver

AI models absorb the identity data they're trained on. Duplicate records and mis-linked identities scale into errors instead of insight.

AI investment pays off only once the identity foundation underneath it is solid. Add AI without solving identity first, and you add cost and risk instead of value.

**You don't build the cloud.
Don't build identity either.**

Health tech companies buy compute from AWS, GCP, and Azure, and insight engines from Snowflake or Databricks. Identity belongs in the same category: too specialized to build well and too foundational to get wrong.

**Identity sits alongside
the platforms you already trust**



THE INFRASTRUCTURE YOU BUY, NOT BUILD

What Verato MDM Cloud™ gives you

✓ Patented accuracy, no in-house matching

Verato Referential Matching® and Match Tiers™ resolve identities without you maintaining matching logic.

✓ Native data enrichment

Demographic, socioeconomic, address, provider, and relationship context, out of the box.

✓ AI-ready identity governance

Governed identity context for agents and models via the Identity MCP Server, with full audit trails.

✓ Cross-organization identity

Verato Identity Network™ resolves people across organizations, so acquisitions and new customers don't restart the matching problem.

✓ Built-in connectors

Delivers clean identity into Salesforce, Snowflake, BigQuery, and Databricks.

✓ Fast time to value

Cloud-native and healthcare-ready, so engineering stays on the product that differentiates you.

The dependency you never notice, because it's solid



Experiences connect

Every patient is recognized across touchpoints, and engagement stops feeling disjointed.



Growth compounds

New products, customers, and acquisitions integrate without multiplying duplicates.



AI delivers

Models and agents run on unified, governed data—so they scale insight, not errors.

WHY HEALTH TECH COMPANIES CHOOSE VERATO

24%

more accurate than traditional probabilistic matching

100+

healthcare organizations trust Verato

100M+

identities resolved in 10 weeks for a national telehealth company

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.

*Statistics referenced: patient switching and experience drivers (peer-reviewed studies indexed in PubMed); barriers to receiving and integrating patient data (ONC / HealthIT.gov, hospital interoperability data brief); absence of a universal patient identifier (U.S. Federal Register). Adapted from the commentary "The Hidden Dependency Behind Every Health Tech Investment" by Rachel Blum, VP, Emerging Markets and Partners, Verato (Health IT Answers, May 2026).

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