

The Experience Gap Starts With an Identity Gap

Healthcare leaders now rank improving the patient experience as their number one strategic priority — ahead of digital transformation, cost reduction, and workforce efficiency. It cannot be delivered without a trusted identity foundation underneath it.

THE REAL PROBLEM

Experience isn't broken. Identity is fragmented.

Patients compare every interaction with their providers and health plans to the experiences they get from rideshare apps, streaming platforms, and online retailers. They expect to be recognized instantly, served personally, and never asked to repeat themselves. Records sit scattered across electronic health records, CRM platforms, claims systems, scheduling tools, and patient portals. Each captures a part of the person; none, on its own, sees the whole individual. The result is a patient journey that breaks at every seam — duplicate intake forms, mismatched coverage information, referrals sent to the wrong place, and reminders for appointments that already happened.

95%

of consumers say healthcare should match the **personalized standards of leading consumer brands**[†]

85%

would switch providers after repeatedly encountering **incorrect/inconsistent information about themselves**[†]

81%

already re-enter the same **personal or medical information across systems/providers**[†]

84%

of organizations say data mismatches **directly contribute to lost revenue**[†]

WHERE THE CRACKS SURFACE

Identity gaps appear across four areas of the journey

Each gap carries real cost — for the patient and for the organization.



Patient access and the front door

First impressions and access to care are shaped here. Half of providers name scheduling and patient access as the area most disrupted by inconsistent data.

55% have delayed or avoided care.[†]



Digital experience

Younger, digital-native patients feel the gaps most. As they engage more with healthcare, the divide widens.

72% of ages 18–34 struggled vs. 30% of 55+.[†]



Care coordination and navigation

Referrals, clinical hand-offs, and follow-up outreach all depend on identifying the patient reliably across systems. When identity can't be trusted, continuity quietly breaks down for those who need it most.



Revenue cycle and administration

Errors in identity, demographic, or insurance data lead directly to billing mistakes, coverage discrepancies, duplicate claims, and delayed reimbursement — eroding efficiency and trust at the same time.

48%

Rises to 53% among C-level executives†

Patient experience is now the top strategic priority.

Improving the patient experience ranks as the number one strategic priority for the next 12 to 18 months, cited by 48% of organizations — ahead of digital transformation, cost reduction, and workforce efficiency.† Experience is no longer downstream of digital strategy. *It is the strategy*, and it cannot be delivered without a trusted identity foundation.

THE PATH FORWARD

One trusted identity foundation for every interaction

Closing the experience gap calls for more than incremental fixes to individual workflows. It calls for a unified, enterprise-wide identity foundation that links data across systems and connects every interaction to the correct person. Verato MDM Cloud™ powers Patient 360 for Providers by resolving, enriching, and activating identity data into a complete, trusted 360-degree view of each patient and consumer across the ecosystem — purpose-built for healthcare.

✓ Healthcare-grade resolution accuracy

Verato Referential Matching® and Match Tiers™ resolve identities across clinical, digital, and operational data.

✓ Digital identity verification

CLEAR®-powered real-time verification across digital front doors, registration, and portals.

✓ AI-ready identity governance

Automated governance keeps patient, consumer, provider, and organization data complete and trusted.

✓ Native data enrichment

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

✓ Trusted activation across the ecosystem

Delivers clean identity into Salesforce, Snowflake, BigQuery, CRM, analytics, and interoperability applications.

✓ Fast time to value

Cloud-native, healthcare-ready capabilities with lower implementation effort.

THE BENEFITS COMPOUND

When identity is trusted, micro-moments become a coordinated experience



Care teams gain access to reliable, complete data.



Workflows run with less friction and less rework.



Patients feel recognized rather than processed



Digital, customer 360, and AI investments begin to deliver, because the data feeding them can be trusted.

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.

†Consumer and organizational statistics: S&P Global 451 Research, "Bridging the Gap Between Patient Expectations and Healthcare Delivery (April 2026)." Adapted from the commentary "The experience gap in healthcare starts with an identity gap" by Joe Hickey, Vice President of Provider Markets, Verato.

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