

Verato for public health

Complete and trusted person data for all of your initiatives

The challenge

Many public health agencies struggle to match data across systems and data sources. Data is typically collected upstream, often with different required demographics, and demographics may be limited or out of date. This leads to underlying identity matching challenges for public health organizations. At the same time, public health organizations need more data— in fact, 75% of public health organizations¹ see a greater need for interoperability between public health and healthcare providers to share additional data. However, 83% of those organizations¹ say they currently experience record matching and person identity challenges.

Public health organizations need complete and accurate data to support their missions of improving the health of the population they service and achieve health equity across the community. They need to understand the whole person— not only accurately linking all the records for the person within the public health ecosystem, but also incorporating external data from the broader healthcare community and augmenting existing data with social determinants of health (SDOH) and other factors. Taking a proactive approach to identity matching and resolution will help organizations strengthen record-matching capabilities and improve readiness for health emergencies and strategic initiatives.



83% of public health organizations struggle with person record matching.¹

The solution

Verato is a next-generation, cloud-native identity platform and master person index that enables interoperability across the complex digital ecosystem with unprecedented accuracy, ease, and time-to-value. The platform is natively enabled with Verato Referential Matching® for industry-leading accuracy and can enrich what you know about your population with SDOH data. With an enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

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Most accurate

Powerful Referential Matching™ technology significantly outperforms traditional approaches. Realize across-the-board improvement¹ over legacy solutions.

Easy to implement

Go live in weeks with a flexible solution that meets you at your technical capabilities and resource availability. No extensive algorithm tuning - just plug in.

Most secure

Fully HIPAA compliant with industry-leading security embedded in the platform. HITRUST and SOC 2 Type 2 certified.

Seamless

Verato doesn't disrupt existing processes and can operate in the background across the entire ecosystem.

Sample use cases

Data enrichment to address modern needs

- Append SDOH data for lifestyle, financial, interest, and additional demographics to your records at the individual person level.
- Understand health equity across your population and be able to proactively take steps to improve outcomes.
- Understand a person's race, ethnicity, education, language spoken, and other factors to tailor care coordination and engagement opportunities.

Build a holistic and longitudinal view of your entire population

- Identify persons, in real-time, as they present and link old cases to current cases.
- Build a true lifetime record for your population across all your data sources: intra-department, inter-department, and external.
- Accurately link public health to assistance programs to gain new insights like vaccination rates of Medicaid and CHIP participants.

Achieve an enterprise-wide person view

- Finally know every program and system that a person has interacted with across your ecosystem, both now and in the past.
- Accelerate insights in epidemiology, disease surveillance, and other public health analytics by connecting person data from public health systems, the broader healthcare community, and augmenting with SDOH data.
- Solve the fragmented data problem that can undermine all your data-driven initiatives: missed links across the enterprise and unresolved duplicate records within systems undermine data integrity and skew downstream analytics and reporting.
- Link immunizations to incoming surveillance cases and link cases to chronic disease registries to understand the whole person.

Confidently unlock information sharing

- Accurately share information within your ecosystem, across departments, and with external partners.
- Unlock new insights from other systems, departments, and partners for the population you care for.

A platform to solve your challenges

The Verato Universal Identity™ platform combines the world-class match accuracy and stewardship experience of an EMPI with the advanced data management and analytics features of an MDM solution — all in a modern, secure, cloud-based platform. Verato is purpose-built for healthcare and government organizations — to solve challenges in the complex health and human services ecosystems.



Key platform benefits

Verato Enrich™

Better understand your populations by appending a wide array of enrichment data — from basic contact information like missing phones and addresses to lifestyle data like income, ethnicity, race, and occupation, and interests. Gain insights into health equity with key SDOH data and unlock accurate reporting by filling in missing data points.

Verato Insights™

Fully understand your patients, populations, and providers. Append a wide array of data ranging from basic contact information like missing phone numbers and addresses to lifestyle data like income, ethnicity, race, occupation, and interests.

Smart Views™

Manage data governance and provide the right data, at the right time, for the right workflow. Define different versions of the best or “golden” data for your citizens to surface in your different applications, depending on the use case or need.

Householding

Automatically identify household groups across your populations. Gain insights into others in the household that might need services, support, or assistance.

Match Tiers™

Maintain the match accuracy of your highest quality and most critical data for your population, while still loading and matching your lower quality, less trusted data sources — all in the same platform. In other words, finally gain the complete view of a person across all your datasets, without sacrificing the match integrity of your most critical data.

Your success partner

Verato Customer Success

We understand that 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.

Verato's 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.

Key benefits of working with Verato:

- Dedicated technical Customer Success Manager
- Access to identity experts with 160+ years of expertise
- Personalized enablement and training for your team
- Accelerated time-to-value
- Incremental bulk data processing
- Data profiling
- Annual health checks
- Value Delivery Dashboard
- Tailored reports & solutions
- Proactive 24x7 support

83% of public health agencies struggle with record matching & person identity challenges

100% agree that identity matching creates operational challenges, however

0% are highly confident in their current matching solution
- eHealth Initiative¹



The new gold standard in matching technology

Verato uses a powerful new person matching technology called Verato Referential Matching that lets you realize over a 20% across-the-board improvement² over legacy matching solutions, match historical and current records, match records with limited demographics, and overcome attribute misalignment between collected data. Simply put, it's the most accurate identity matching technology in the industry.

Conventional matching technologies directly match the demographic data from two records to see if they belong to the same person. Verato, on the other hand, matches that demographic data to its unparalleled and continuously-updated reference database of identities. This database contains over 300 million identities spanning the entire U.S. adult population, and each identity contains a complete profile of demographic data spanning a 30-year history. By matching records to this database as well as to each other, Verato can make matches that conventional person matching technologies could never make — even if records have demographic data that is out-of-date, incomplete, or incorrect.

Identity Record A	Verato Carbon	Identity Record B
NAME Rebecca Smith	NAME Rebecca Smith Becca Jones-Smith Rebecca Jones	NAME Rebecca Jones
DOB 1981-12-08	DOB 1981-12-08	DOB —
SSN —	SSN 908-76-5432	SSN 908-76-5432
PHONE (703) 648-9272	PHONE (703) 648-9272 (571) 763-2851 (617) 295-8814	PHONE (617) 295-8814
ADDRESS 123 Main St, Anytown	ADDRESS 123 Main St, Anytown 328 River St, Othercity 854 Oak Ln, Cedarville	ADDRESS 854 Oak Ln, Cedarville
MATCH		

¹eHealth Initiative survey, December 2020, verato.com/resources/patient-matching-covid19/

²Journal of the American Medical Informatics Association, August 2022, doi.org/10.1093/jamia/ocac068

Verato, the identity experts for healthcare, enables smarter growth, improved care quality and efficiency, and better population health by solving the problem that drives everything else — knowing who is who. Only the Verato HITRUST-certified, next generation cloud identity platform enables interoperability across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value.

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