



Don't lose your patients

Accurate and enriched identity data is the foundation for Customer 360 initiatives

Executive overview

- Today's patients are savvy consumers – they comparison shop for their care. Organizations that respect this new reality win their loyalty.
- Accurate, complete, customer-360 views of each person across every clinical and digital touch point are the linchpin for surviving and thriving in this landscape.
- Yet digital entry points and medical record access for patients are expanding through mergers, joint ventures, call centers, CRM investments, and much more.
- This landscape makes it ten times harder to build 360-degree views of each person.
- A new approach to master data management (MDM) improves data integrity and delivers a single, enriched view of each person's identity – enabling your customer-360 initiatives.
- It's called hMDM – MDM purpose built for healthcare. This next-gen approach is trusted by over 100 organizations, including the largest and most prestigious health systems, payers, and health information exchanges in the country.



Your success in a consumer-driven world depends on delivering exceptional patient experiences and building brand loyalty. But siloed, inaccurate, and incomplete data about your patients is preventing you from accomplishing this mission.

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Patients are now consumers

The healthcare industry has always been an exception. Not anymore.

Consumers navigate almost every industry from the comfort of their mobile devices and computers: everything from banking, shopping, airline ticket purchases, making reservations, calling cabs, booking hotels, and even buying groceries — it can all be done with just a few taps or clicks.

The wealth of online information guides their decisions, revealing everything from competitive pricing to mission statements to which brands offer seamless experiences across their storefronts, websites, and apps.

Historically, patients have passively relied on primary care physicians for recommendations on all aspects of care, including referrals to specialists. They did not have transparency into quality performance, costs, and other crucial information. But this is changing. Today, they are empowered to direct their own care.

Google, WebMD and recommendations from friends, family, and social media networks have replaced primary care physicians as the trusted advisor.

Healthgrades, Yelp reviews, and their insurance carrier's portal offers care, pricing and reimbursement options. And after shopping all of these options, they may still book an appointment with Doctor on Demand.

Patients have firmly planted themselves in the drivers' seat of care navigation. They are not just patients anymore — they're empowered consumers. They are "shopping" for healthcare, investing more of their own money into care, demonstrating loyalty to brands, and shifting those loyalties to competitors when they are dissatisfied.



The healthcare consumerization paradigm shift

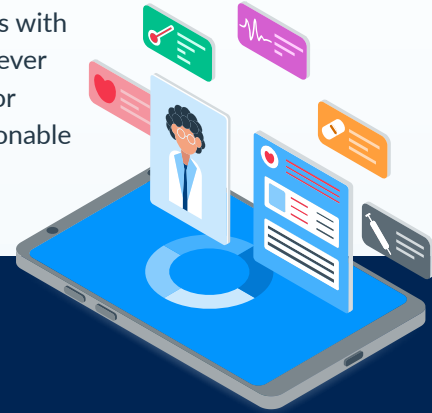
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Expanding digital access for patients

Patients can schedule appointments online via portals, message their care providers directly, and even complete routine visits from the comfort of home. Patients are offered new ways to personalize their digital experiences and can access a consistent experience across every touch point across the care continuum.

This digital front door grants your patients virtual access to all of their information — and potentially, an unforgiving view of how well you manage their data.

Your health system must show patients that you remember who they are, know who their family members are, and can remind them when it's time for their next appointment. Patients expect to access a complete record of their medical history across interactions with your health system whenever they log into your portal or open your app. It's a reasonable ask in our digital age.



Intermountain Healthcare's new "digital front door" enables virtual triage, preventing virus spread and unnecessary ER and UC visits.

2

Mergers and acquisitions (M&A) broaden your reach

Leading health systems face increasing pressure to shake up the status quo by:

- Gaining market share to avoid disruption and expand the breadth of services offered.
- Measuring impact across the entire continuum of care.
- Staying competitive and taking on more risk while moving rapidly toward value-based patient care.

Your organization must capture the loyalty of more and more patients in your geography before your competitors do.



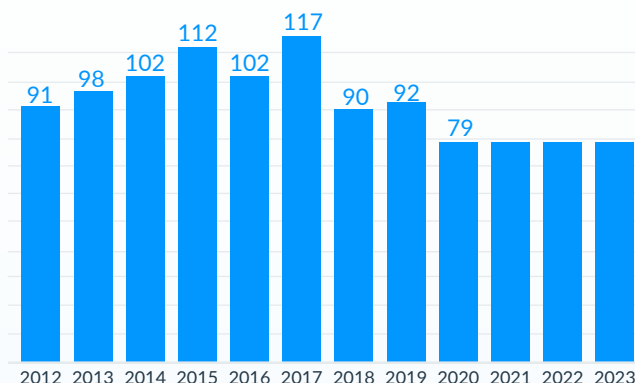
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For example, you may acquire a local community hospital or a coveted specialty practice to offer complementary services through your health system and recruit their families and friends.

As your health system grows to own more points of care, patients begin to think about them all as the same brand. Your responsibility? Earn their loyalty, just like your successful counterparts in other industries.

Nearly 80% of all doctors are employed by hospitals or corporate entities in a shift away from private practice.¹

Hospital and health system M&A activity, 2012-2020²



3

Doubling down on patient safety and privacy

Nothing can damage your brand more than front-page news of HIPAA data privacy violations or a patient receiving poor care or the wrong medication. So, while it has always been a top priority to ensure patient safety and privacy, in this age of transparency, you must double down on patient safety and digital patient privacy in order to maintain patients' trust and loyalty.

Medical errors are now the third leading cause of death in the United States.³

“People don’t just die from heart attacks and bacteria; they die from system-wide failings and poorly coordinated care. People are dying from the care that they receive rather than the disease for which they are seeking care.”

Dr. Martin Makary, professor of Surgery and Health Policy at Johns Hopkins School of Medicine³



¹ <https://www.fiercehealthcare.com/providers/more-and-more-physicians-are-working-under-hospitals-corporate-entities-report-finds#:~:text=Nearly%2080%25%20of%20docs%20employed,shift%20away%20from%20independent%20practice&text=The%20decadelong%20decline%20of%20independent,according%20to%20a%20new%20repor>

² Kaufman Hall Transactions Data

³ BMJ, Medical error—the third leading cause of death in the U.S., 2016

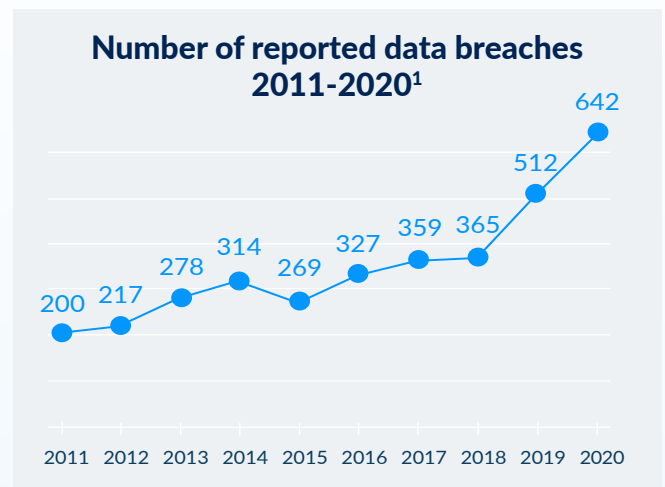
Data isn't just for IT anymore

Consider how data enables the three strategic operational shifts just discussed — and how inaccurate patient data impedes them.

1 Patients expect transparency and access to their complete records.

When patients log in through an online portal or personal health record app, they expect to see their complete medical record, including every interaction from across your entire health system.

If they notice that their ED visit from earlier in the week is missing — or worse, if they see another patient's ED visit mixed in with their own history — they will lose faith in your organization's ability to handle, manage, and store their personal health information. They may also lose faith in your ability to deliver care.



2 Organizations must merge acquired data systems and medical records.

M&A comes with technological challenges — merging EHRs and other IT systems, integrating your newly acquired patient data with existing data, and ensuring all data is accurately associated with the correct patients.

Inaccessible or incomplete data is often a crucial breakdown point for clinicians while delivering care.

After any merger, every doctor, nurse, tech, administrator, biller, and registrar within the organization should be working off of the same single record for each patient — and that record should span every visit the patient has made to every facility your organization owns.

According to the study Frequency and Types of Patient-Reported Errors in Electronic Health Record Ambulatory Care Notes, “25% of patients found errors in their record, 40% of these were considered very serious.”²

¹ HIPAA Journal 2020

² <https://pubmed.ncbi.nlm.nih.gov/32515797/#>

3 Patient safety and patient privacy rely on accurate patient data

Inaccessibility of a patient's history could lead to serious errors, such as dangerous drug interactions and crucial symptoms that could impact a care plan. Or, worse, if clinicians see another person's health history erroneously mixed in with their patient's, they may make care decisions based on someone else's data. Accuracy is non-negotiable.

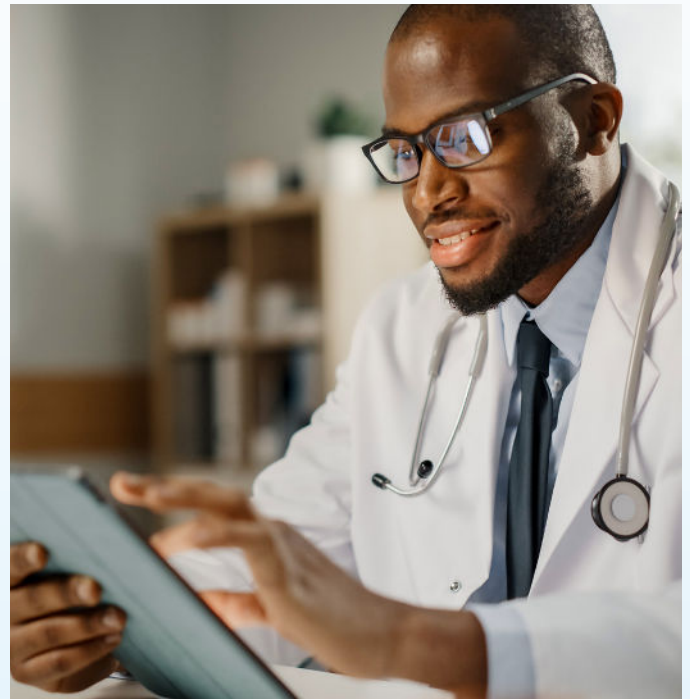
When data is siloed, inaccurate, and incomplete, mistakes happen and costs surge.

You need a complete 360-degree view of each patient across customer relationship management (CRM) systems, data warehouses, patient portals, claims data, EHRs, skilled nursing facilities, labs, referring hospitals, emergency rooms, and anywhere else you create, maintain, and aggregate patient data.

And yet reality shows us that most health systems suffer from siloed, inaccurate, and incomplete data.

The reason? Integrating and managing identity data seamlessly is difficult, and existing solutions are woefully inadequate.

From enabling cloud migrations and EHR consolidations to incorporating SDOH data for more holistic care, next-gen identity management that's purpose-built for healthcare resolves identity challenges. With it, organizations can enhance care delivery, reduce costs, ensure regulatory compliance, support digital transformation, and improve patient experiences as they confidently prepare for the future.



“Having that master patient index and understanding who really is Aaron and what records belong to Aaron has always been important to Baptist. What we needed to do was take it to the next level and tie it back to some of the quantitative and qualitative data that goes into our CRM systems and other systems so that we truly can follow Aaron across the care continuum.”

Aaron Miri, SVP and CDIO, Baptist Health

What is hMDM?

Healthcare Master Data Management answers the “Who is who?” question consistently and accurately along every touchpoint in the healthcare continuum. It connects, identifies, enriches, manages, and activates disparate data sources for a 360-degree view.

Connect patient information that's siloed across various platforms, resolving duplicate records, or linking fragmented patient data to prevent medical errors and ensure clinicians have the information they need to make informed decisions.

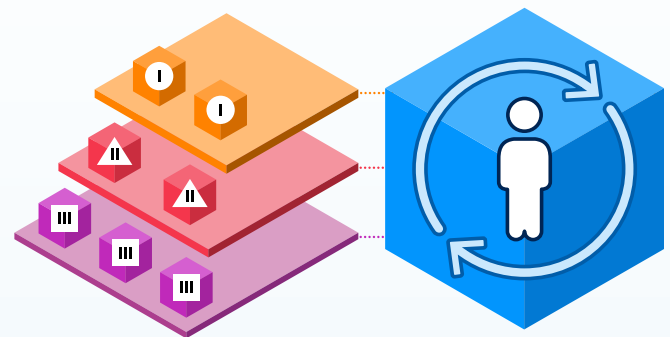
Identify accurate and reliably verified matches with Verato Match Tiers™, even when records are incomplete, using patented algorithms that have advanced beyond probabilistic methodologies.

Enrich data with social determinants of health (SDOH), lifestyle, and demographic information—an added layer of insight that helps healthcare organizations better understand patient populations, identify trends, and tailor care delivery.

Manage data to deliver configurable composite views tailored to specific workflows, ensuring clinicians, administrative staff, and systems access the right information at the right time. Smart dashboards and analytics enable organizations to track performance, prioritize tasks, and resolve issues quickly.

Activate these insights to help drive more imaginative growth, improve care quality, and optimize resource allocation. Transform raw data into opportunities for underserved populations, evaluate the success of new initiatives, and plan for future needs.

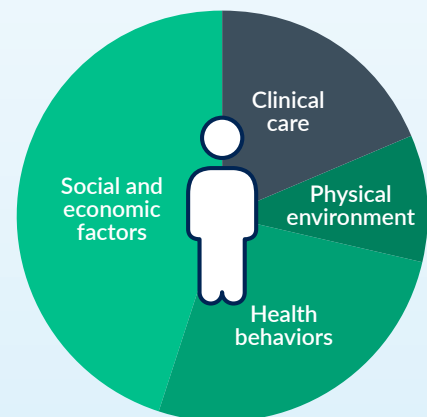
Verato Match Tiers™



Tier 1: Clinical grade.
Matching clinical data together.

Tier 2: Marketing grade.
Matching consumer to clinical.

Tier 3: Analytics grade.
Matching digital to consumer and clinical.



Social determinants of health factor into 80% of health outcomes.¹

¹ Do we need a source for this stat?

Accurate, dynamic, proven, and secure

Conventional patient-matching technologies have stagnated. Verato hMDM is an easy-to-implement cloud-based service offering accurate, complete, and correct data. Every consumer-centered organization focused on improving digital access and transparency, accelerating M&A success, and ensuring safety and privacy relies on accuracy — and it has arrived.



Accurate

- Highest match accuracy, from clinical to consumer
- Independently verified
- Unique, integrated Referential Matching technology
- Unparalleled national dataset



Dynamic

- Next-generation, born-in-the-cloud, SaaS platform
- Seamless integration with EHRs and other core systems
- Real-time performance, fast time-to-value
- Comprehensive multi-domain platform scales to any use case



Proven

- 75% of U.S. identities flow through Verato
- Trusted by more than 90 of the most respected brands in healthcare
- 99th percentile net promoter score
- Expert-driven 24/7 customer support



Secure

- Continuous threat monitoring and testing
- Data encryption in flight and at rest
- Top industry certifications including HITRUST and SOC2
- HIPAA compliant, comprehensive BAAs

More than 90 of the most trusted brands in healthcare partner with Verato to manage a complete and trusted, single source of truth for patient, consumer, and provider data management, including:



Reach out to join other industry leaders in deploying this foundational technology and amplify or reclaim patient trust and market share.

Verato hMDM in action



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When you think about identity across all constituents, consumers, employees, workforce, and external parties – it's very important that the technology enables quality and adaptiveness for the transformation. Verato does that for us.

Sophy Lu Barbieri, CIO, Northwell Health

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Without stable and high-quality matching, pushing data around is meaningless.

Todd Rogow, CEO, Healthix

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After acquiring healthcare facilities in multiple states, we had multiple EMRs. Verato's solution immediately reduced duplicates which translates to saved person hours. And the process was plug-and-play.

Gary Melville, Director of Integration Engineering, Intermountain Healthcare

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Verato became our source of truth for patient ID. The right data got linked to the right patient, allowing our analysts and our data scientists to go to work. It also allowed our finance department at the health system to have their data linked.

Dr. James Barr, Chief Medical Officer, Atlantic Health



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Verato enables us to break down the agency data silos and integrate all their disparate systems, as well as to identify and match all clients so that we can crosswalk the same client from one system to another, and measure the outcomes of those services.

Romy Singh, Systems Architect, Fairfax County, Virginia



To learn more about empowering exceptional patient experiences with complete and accurate data, schedule a demo with one of our identity resolution experts at Verato. Visit verato.com/book-a-live-demo/



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. Over 90 of the most respected brands in healthcare rely on Verato to connect, identify, enrich, manage, and activate person and provider data across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

For more information, visit [**verato.com**](https://verato.com).

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