

# How to evaluate an MDM vendor

Most evaluations start with a feature list and a demo. The differences that matter, accuracy, time to value, and AI readiness, show up later. Start with the outcome you need, prove it delivers, then confirm the vendor goes the distance.

## Step 1: Define the outcome you actually need

Look for two or three prioritized, outcome-tied goals, not a feature checklist.

- ✓ A documented business driver tied to revenue, compliance risk, or operational efficiency
- ✓ Two or three prioritized outcomes, not an attempt to solve every use case at once
- ✓ A scope narrow enough that trade-offs are still possible

**| Red flag:** An evaluation that opens with a feature checklist instead of a business outcome.

## Step 2: Prove the platform can deliver it

Test the platform against four criteria before it ever touches your outcome.

- ✓ **Match accuracy:** independent, third-party-validated results from trusted reference data, not inferred similarity
- ✓ **Enrichment:** native, not a bolt-on requiring its own vendor and contract
- ✓ **Healthcare fit:** purpose-built data models and workflows for patient, provider, and member identity
- ✓ **AI readiness:** governed, auditable access for AI agents, with full audit trails on every write

**| Red flag:** An accuracy claim with no independent proof behind it.

## Step 3: Confirm the vendor can go the distance

Three criteria separate a vendor from a long-term partner.

- ✓ **Time to value:** median implementation time and on-time delivery rate, not just the flagship account
- ✓ **Proof and retention:** third-party-validated satisfaction and renewal metrics, plus willing references
- ✓ **Network value:** identity discovered and verified safely across organizations, without exposing protected health information

**| Red flag:** References who only echo what the vendor told them to say.

## Why organizations choose Verato

**24%** more accurate  
(Regenstrief, 2022)

**80%** satisfaction vs. 36%  
for competitors

**92%** of projects  
on-time

See how your current vendor stacks up. Learn more at [verato.com](https://verato.com)



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