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 →

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.

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