



Transforming Patient Engagement:

Creating Customer 360 in Provider Organizations



Introduction

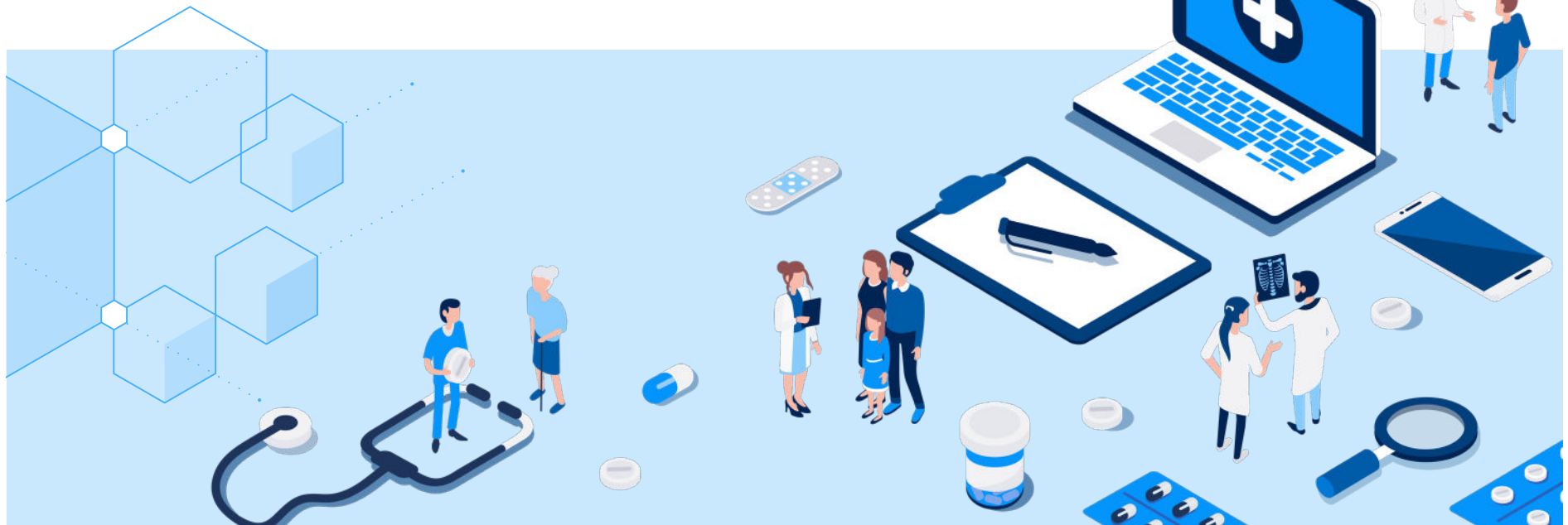
The Evolving Healthcare Consumer

Today's healthcare consumers expect hyper-personalized, seamless care across every touchpoint. As technology continues to reshape expectations, healthcare leaders must adapt by adopting **holistic, patient-centric strategies powered by accurate, unified data**. A comprehensive customer 360 strategy eliminates data silos, ensuring a seamless patient experience that enhances outcomes, drives loyalty, and improves operational efficiency.

However, the path to achieving this isn't simple. Complexities from mergers and acquisitions, fragmented systems, disparate data streams, and telehealth growth make creating a unified patient view challenging.

Solving these challenges starts with identity data—knowing 'who is who,' with a comprehensive, unified 360-degree view of the patient at every touchpoint. This is the foundation for accurate, personalized care, seamless patient experiences, and avoiding costly mistakes.

Fragmented data can lead to critical gaps in care. A unified 360-degree patient view, with a complete longitudinal view of care, can help close these gaps and prevent medical errors, a leading cause of death in the United States.¹



Adapting to Retain Savvy Patient-Consumers

The consumerization of healthcare has shifted patient behavior. Patients now act as informed consumers, comparing providers based not only on expertise, but on convenience, digital engagement, cost, and a seamless experiences. Younger generations, in particular, demand interaction through digital channels, making traditional outreach methods less effective.²

Trusted, high-quality data is essential for delivering seamless care to today's savvy healthcare consumers. When data quality is poor, analytics initiatives fail, leading to fragmented insights that hinder personalized care, patient engagement, and operational efficiency.

According to Gartner, poor data quality is a leading cause of failed analytics initiatives, highlighting the urgent need for healthcare organizations to align data priorities with business outcome to enhance both consumer experience and clinical decision-making.³

Poor data quality is a
leading cause
of failed analytics
initiatives.



There is an
urgent need
for healthcare
organizations to align
data priorities with
business outcomes

The Shift to Data-Driven Patient Engagement

Traditional methods of patient outreach, such as television ads and billboards, are losing efficacy, particularly with younger generations who are more engaged in digital channels.⁴ As a result, healthcare providers are turning to digital marketing and relying on CRM systems and data-driven engagement to reach and retain patients.

However, targeted outreach is hit or miss. It's difficult to accurately identify and link disparate data points to the same individual. Outreach efforts are fragmented as organizations rush to integrate interactions from CRMs, call centers, and patient portals. For example, a single patient might appear under a maiden name in one system, a married name in another, and have incomplete data elsewhere. All together, these can lead to inconsistent, unclear, or incorrect outreach and communications from a single health system brand to each individual patient – negatively impacting experience.



Ensuring that healthcare organizations can accurately resolve duplicate and incomplete patient records across different systems is essential for delivering personalized care and seamless patient experiences.

Three immediate value use cases for Customer 360 initiatives



1. Reducing administrative burden while maximizing patient experience

Healthcare organizations face significant challenges in managing duplicate records and fragmented data spread across EHRs, CRMs, telehealth platforms, and other systems. To link the data, a robust identity mastering and management platform automates duplicate record resolution and reduces administrative burdens, freeing up resources for clinical staff to prioritize patient care. Improved efficiency not only enhances the patient experience but also reduces operational costs, contributing to long-term financial sustainability.



2. Interoperability for M&A

Interoperability is a cornerstone of effective healthcare delivery. With data spread across EHRs, CRMs, and other external systems, a comprehensive integration strategy is essential to avoid silos and fragmentation. A Customer 360 approach supports seamless data exchange by linking records and ensuring continuity of care. This is particularly valuable during mergers and acquisitions, where combining disparate systems can create significant challenges. Ensuring patient data remains consistent and accessible across newly integrated entities is key to enabling smooth transitions and uninterrupted care delivery.



3. Driving Engagement with Unified Patient Data

A unified patient view empowers organizations to create personalized campaigns tailored to specific segments. Personalization drives higher engagement rates, strengthens patient relationships, and builds loyalty. Integrating clinical and marketing data allows healthcare organizations to measure their campaigns' return on investment (ROI) effectively. By understanding how marketing efforts influence clinical outcomes and patient actions, providers can make data-driven decisions to optimize their outreach strategies. Whether it's closing care gaps, promoting new service lines, or improving patient retention, unified patient data enables targeted, measurable engagement efforts.

How Predictive Analytics and AI Shape Healthcare

High-cost patients, particularly those with chronic conditions and frequent emergency department visits, account for 90% of the \$4.5 trillion spent annually on healthcare in the U.S., according to the CDC.⁵ Research from JAMA highlights that addressing social determinants of health (SDOH) is critical to improving outcomes and reducing costs, as high-risk patients require more frequent and expensive care.⁶

A data management solution that aggregates and enriches patient data with high-fidelity SDOH attributes enables healthcare organizations to better identify and manage these patients, ultimately improving care coordination and reducing overall expenditures.

This enriched view supports more accurate AI-driven analytics, which can identify patterns, predict future health risks, and recommend proactive interventions. For instance, a healthcare provider might use this data to identify patients at high risk of missing critical follow-up appointments due to transportation barriers and offer solutions such as ride-share vouchers.

Having a **“golden record”** for each patient based on robust identity data linking and enrichment ensures that AI models are trained on clean, accurate, and complete datasets. High-quality data is essential for AI to deliver trusted and actionable insights, particularly in precision medicine and proactive care management.



With a solid patient identity foundation, healthcare organizations can confidently embrace emerging technologies, scale their digital transformation initiatives, and continue to evolve in a rapidly changing industry. The ability to harness predictive analytics and AI, powered by accurate and enriched data, positions providers to deliver smarter, more efficient, and truly patient-centric care.

Future-Proofing Growth with Customer 360

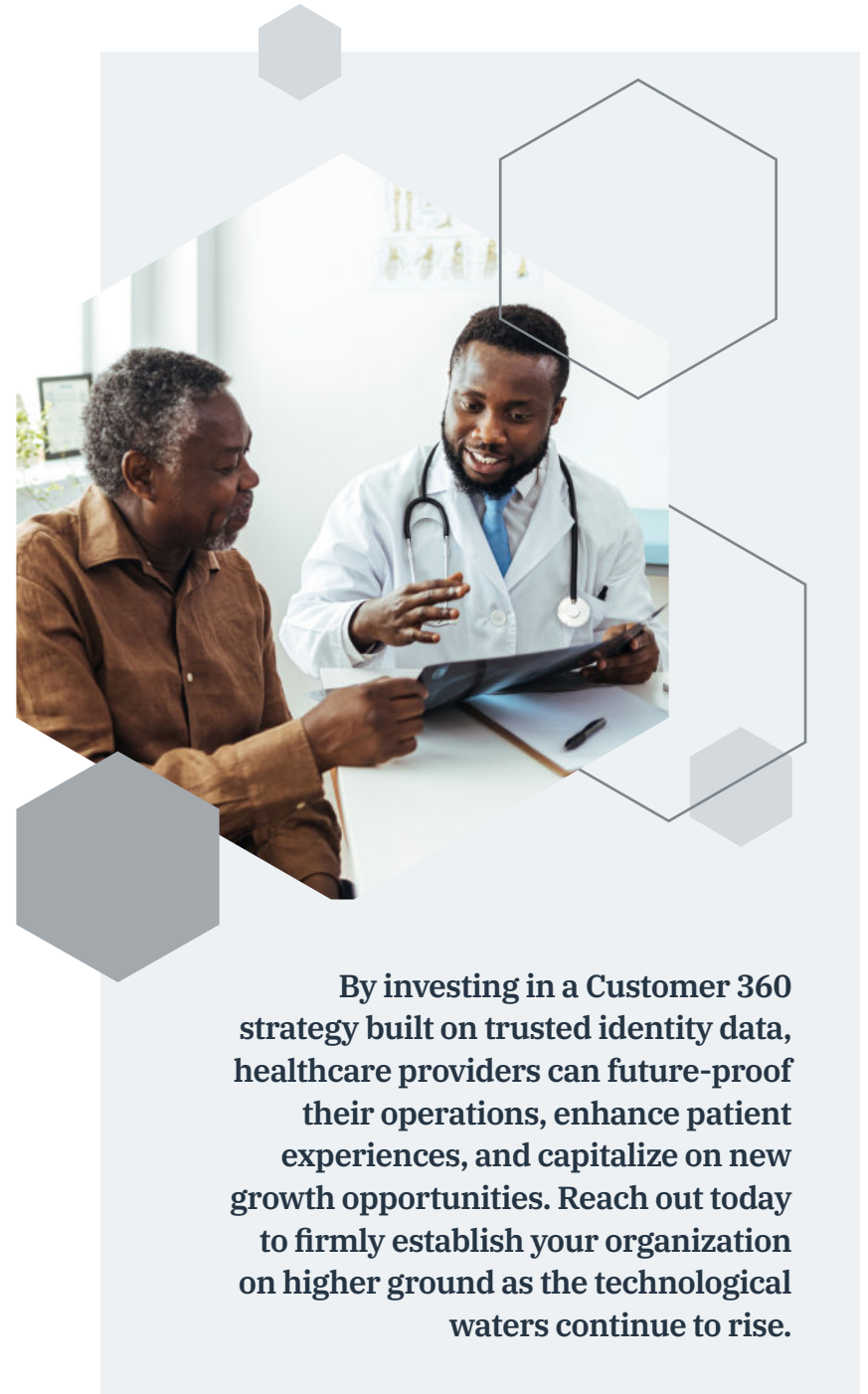
The future of healthcare depends on a patient-centric approach built on a complete, trusted view of each individual. As patients act more like informed consumers, organizations must meet their expectations with personalized, seamless experiences—possible only with a strong identity foundation.

Organizations that fail to invest in Customer 360 risk significant negative consequences.

Patients are more willing than ever to switch providers if their experiences are not intuitive, accessible, and tailored to their needs. Without a unified view of the patient, healthcare providers face operational inefficiencies, such as duplicate records, increased administrative burdens, and inaccurate patient data. These issues can lead to poor clinical outcomes, regulatory non-compliance, and missed opportunities for organic growth through improved patient acquisition and retention.

Building a strategy based on a robust identity foundation enables healthcare providers to overcome these challenges and unlock a range of benefits. By integrating data across systems of record, systems of engagement, and systems of insight, organizations can deliver highly personalized care experiences while improving operational efficiency and reducing costs.

Accurate identity resolution ensures that providers can engage patients with relevant outreach, close care gaps, and support proactive health management, ultimately driving better outcomes and satisfaction. Organizations must act now to remain competitive in an increasingly consumer-driven healthcare environment.



By investing in a Customer 360 strategy built on trusted identity data, healthcare providers can future-proof their operations, enhance patient experiences, and capitalize on new growth opportunities. Reach out today to firmly establish your organization on higher ground as the technological waters continue to rise.

Building a Unified Customer 360 for Healthcare

The healthcare industry faces significant challenges in building a 360-degree view of each patient. Fragmented data sources, identity resolution issues, and the need for seamless interoperability across systems create obstacles that impact care delivery, operational efficiency, and patient engagement. Addressing these challenges requires an innovative approach to master data management designed specifically for healthcare.



Key Elements of a Customer 360 Strategy in Healthcare:



Connect:

Is your organization able to integrate data from disparate systems of record, EHRs, CRMs, telehealth platforms, claims systems, and engagement tools to ensure a complete and trusted view of each patient across clinical and non-clinical touchpoints? Review your solutions for pre-built connectors and APIs, which enable interoperability, break down data silos, and improve patient outcomes.



Identify:

One of the biggest challenges in healthcare is resolving duplicate records and accurately identifying individuals across systems, even when data is incomplete, inconsistent, or outdated. Regularly assessing your match rates through traditional deterministic or probabilistic methods and the impact on both clinical and operational workflows is essential to achieving interoperability, as well as patient experience and health outcomes.



Enrich:

A 360-degree patient view extends beyond clinical data to include social determinants of health (SDOH) factors like socioeconomic status, transportation access, and household composition that influence care outcomes. By enriching patient records with verified external data, healthcare organizations can tailor interventions and care plans to address both medical and non-medical barriers to health.



Manage:

AI-driven data stewardship ensures that the most accurate, complete, and continuously updated version of each patient's information is available. This streamlines operational efficiency, enhances care coordination, and reduces administrative burdens caused by duplicate or inaccurate data.



Activate:

Data is worthless if it can't be activated. By investing in a Customer 360 strategy and leveraging unified, enriched, and trusted identity data, healthcare organizations can power advanced analytics, generate intelligent patient cohorts for population health initiatives, and deliver hyper-personalized engagement strategies that improve patient acquisition, retention, and loyalty.

Verato in Action

Verato MDM Cloud™ empowers healthcare organizations to deliver highly personalized, patient-centric experiences while driving operational efficiency and sustainable growth and positions providers to thrive in this increasingly competitive, consumer-driven marketplace.

We do this by providing an enterprise-wide single source of truth for identity, enabling a complete and trusted longitudinal view of each patient across every touchpoint. With Verato's patented approach to referential matching and native data enrichment, organizations can enhance care coordination, improve patient engagement, and optimize operational workflows with unmatched speed-to-value, interoperability, and accuracy.

With a robust identity foundation established, healthcare organizations are well-positioned for long-term scalability and adaptability. As the healthcare landscape continues to evolve—with increasing emphasis on digital transformation, interoperability, and value-based care—Verato MDM Cloud ensures that organizations can seamlessly integrate new data sources, expand service lines, and adopt advanced technologies like predictive analytics and AI-driven care models.

Sources

¹ Johns Hopkins University, Johns Hopkins study suggests medical errors are third-leading cause of death in U.S.

² AJMC, How Millennials and Generation Z Are Driving the Digital Healthcare Revolution

³ Gartner, 12 Actions Data and Analytics Leaders Can Take to Improve Data Quality

⁴ AJMC, How Millennials and Generation Z Are Driving the Digital Healthcare Revolution

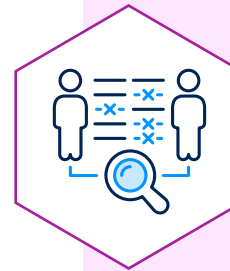
⁵ CDC, Fast Facts: Health and Economic Costs of Chronic Conditions

⁶ JAMA Network, Social Determinants of Health and US Health Care Expenditures by Insurer

In one example, a Texas health system achieved an **80% improvement** in demographic datamatching with Verato MDM Cloud, enhancing patient identification across disparate systems.

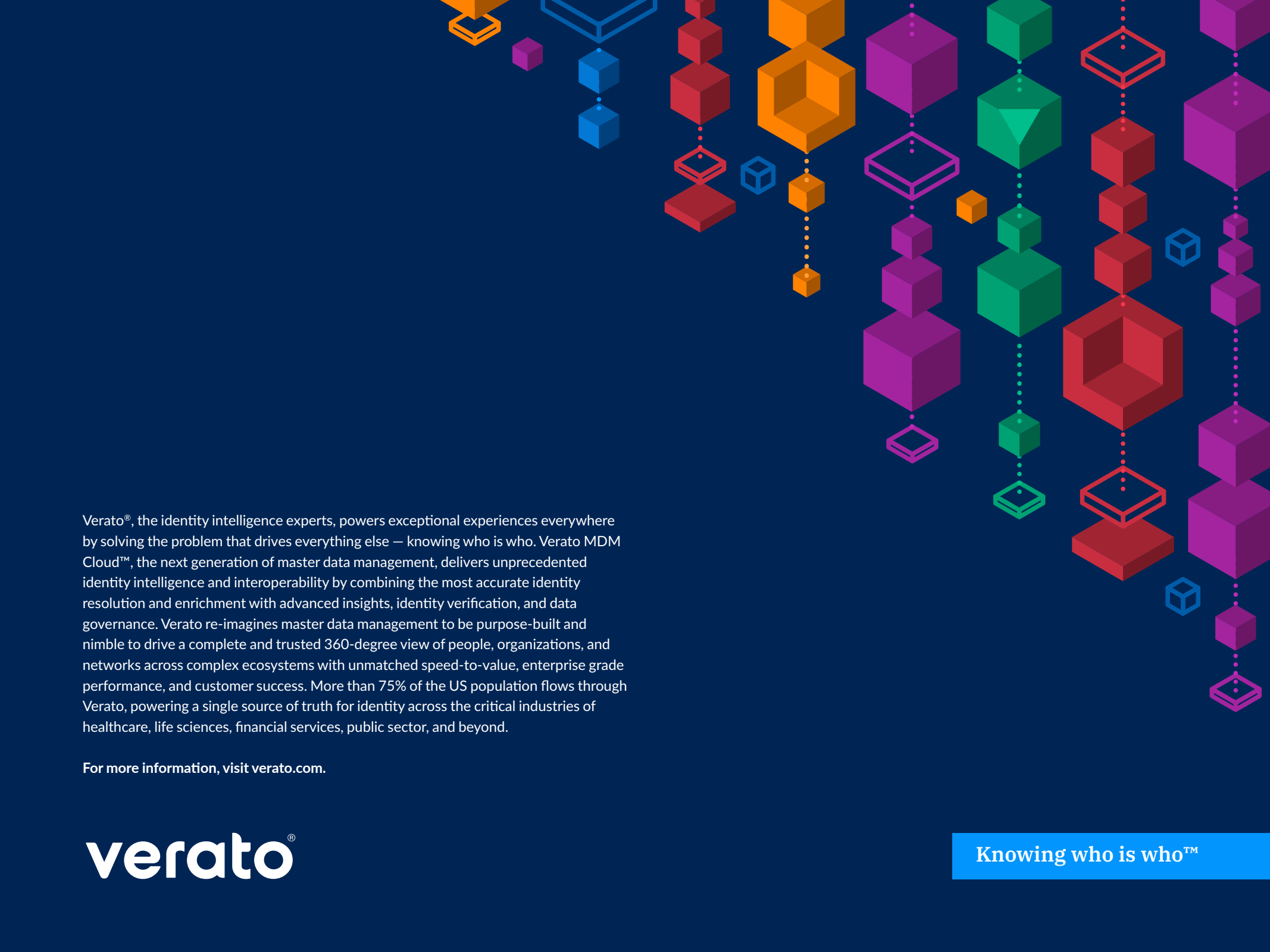


They also **reduced** their duplicate record backlog by **70%**, easing administrative burdens and reducing errors at the point of care.



These improvements drove measurable marketing success, including a **13x increase** in email click rates and a **35% boost** in care gap campaign conversions.





Verato®, the identity intelligence experts, powers exceptional experiences everywhere by solving the problem that drives everything else — knowing who is who. Verato MDM Cloud™, the next generation of master data management, delivers unprecedented identity intelligence and interoperability by combining the most accurate identity resolution and enrichment with advanced insights, identity verification, and data governance. Verato re-imagines master data management to be purpose-built and nimble to drive a complete and trusted 360-degree view of people, organizations, and networks across complex ecosystems with unmatched speed-to-value, enterprise grade performance, and customer success. More than 75% of the US population flows through Verato, powering a single source of truth for identity across the critical industries of healthcare, life sciences, financial services, public sector, and beyond.

For more information, visit verato.com.

verato®

Knowing who is who™