

5 *essentials for healthcare CIOs*



Your checklist for a modern
provider data management solution

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Executive summary

Healthcare organizations rely on provider data for a variety of important workflows and decision-making processes. From marketing and consumer research to patient care coordination and quality reporting, provider data is essential for ensuring that healthcare organizations can operate effectively and efficiently. Provider data can help healthcare organizations to understand their patients and consumers, identify gaps in care, and make the best possible decisions for their businesses. With accurate provider data, they can answer questions like:

- Should we acquire that cardiology practice, or do I have enough coverage already?
- If we make a big marketing push into women's health do we have enough providers, nurses, and facilities to be successful?
- What is my true (de-duplicated) provider count across, employed, affiliated, and contracted radiologists? And how many overlap in those categories?
- Are we removing providers from all the systems in the ecosystem when they leave? What about all the other regulatory requirements?

In short, provider data is essential for ensuring that healthcare organizations can thrive.



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According to CAQH, low-quality provider data leads to significant business risks to healthcare organizations, including:

- Patients seeking care from out-of-network providers;
- Providers enduring unnecessary billing and administrative complications;
- Health information exchanges (HIEs) and organizations cannot effectively enable the secure sharing of patient information; and
- Health plans having higher than necessary administrative burden and costs, and risk violating state and federal requirements

Unfortunately, in most healthcare organizations critical provider data is fragmented across siloed systems — scattered across your ecosystem in HR, IT, clinical, credentialing, and other systems. The data is difficult to aggregate and not easily accessible to cross-functional teams.

A modern provider data management solution should power a complete and accurate view of each of your providers, make this data easily accessible across functional groups, and be flexible and agile enough to scale with your needs without disrupting your current systems.

As you bring modern provider data management to your organization, Verato has identified five things you should consider to get it right the first time, as quickly and with as little pain as possible.



1. A single source of truth

There is provider data in several systems; how can you index and aggregate provider data across siloed systems in order to build 360-degree view?

Just as with patient data, there is a proliferation of systems creating and storing data about your providers. These systems are siloed and generally stood up and operated for a narrow purpose (e.g. credentialing, employee directory, etc.), and so the data stored there is not available to others in the health system to whom it could be useful.

Data in various systems may also be inconsistent—they may collect different data elements (one systems collects NPI and a different one collects license) or one system may have a more updated address or license #phone, for example

By indexing and assembling data from disparate systems into one complete and accurate composite view, you can power any/all of the workflows and decision making at your organization that involves provider data.

2. Accuracy

Identity is complicated; how much can you trust that you're looking at data for the same provider and have it matched correctly?

As healthcare organizations continue to grow and consolidate, it is more and more likely that their growing provider networks will include individuals or practices that share names or other identifying information. For example, a large health system or health plan is likely to have multiple clinicians sharing the last name Garcia or Johnson.

Provider data is particularly complex. Healthcare providers occasionally change their address and even name just as other individuals do. They also may practice at multiple addresses, belong to multiple ACOs, change their affiliations with payer organizations, practice multiple specialties or sub-specialties, be licensed to practice in multiple states.

Only a solution like Verato Referential Matching® can see across time as providers' data changes, linking records when the underlying systems collect different attributes, bringing millions of reference records and key identifiers into the matching processes to help match sparsely populated records.

3. Data enrichment

How can you form a more complete picture of the providers in your network?

In today's world, identity is everything, and when it comes to providers, identity management is essential. Without a complete and accurate view of a provider's identity, organizations are at risk of credentialing errors, billing mistakes, and compliance issues. While most of your systems in place house provider data, much of that data could have gaps or outdated information.

That's where data enrichment comes in. By supplementing existing data with missing information—whether it is license numbers, contact information, specialties, etc.—you can confirm that all provider data is up-to-date and complete. And as a result, avoid costly mistakes and frustrating inefficiencies.

Data enrichment can help you build a more complete picture of your network, and ultimately improve its efficiency and lower costs.



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4. Seamless integration

How can you roll out a provider data management solution with minimal disruption to current infrastructure and processes?

Seamless integrations are key to keeping your business running smoothly. You want something that is easy to set up and use, without a lot of disruption to your current infrastructure. You also need something that is fast and efficient, so you can get up and running quickly.

When it comes to integrations, you need exceptional support for interoperability, ranging from real-time APIs to batch files, that meets the technical requirements of your systems. You also need flexible connectivity options to work around any technical or resource limitations.

Ensure that the solution you choose has extensive experience integrating with the components of your digital healthcare ecosystem, and 24/7 support from a customer success team who that help you at every stage of the journey.

5. Cloud native

How can you find a solution that is efficient, scalable, grows with you, has low cost of ownership, and uncompromising security?

Only cloud-native solutions are efficient and scalable enough for any local, regional, or nation-wide healthcare organization use case. As a born-in-cloud solution, the challenges of hardware, monitoring, or other IT costs for the healthcare organization are all reduced – Just plug in. A healthcare organization can take on new partners, join ventures, and experience organic growth, knowing that the solution will grow with them.

Security is always a top concern for healthcare organizations. With a cloud native solution, healthcare organizations can rest assured that their data is secure with role-based access controls and encrypted at rest and in transit. Additionally, the low cost of ownership for a cloud native solution makes it an attractive option for healthcare organizations looking to stretch their IT budget.

When considering which technology solutions to invest in, healthcare organizations should give strong consideration to cloud native solutions, such as the HITRUST-certified Verato Universal Identity platform, where security is built in from day one.

The CIO's checklist for provider data management

Complete and trusted provider data is essential for ensuring that healthcare organizations can thrive. As you bring modern provider data management to your organization, ask yourself if the solution you're considering meets these benchmarks to get it right the first time, quickly, and with as little pain as possible.

1. Single source of truth for provider data

- Accurately index and assemble data for each provider from multiple disparate systems across your enterprise
- Allows for customized views of provider data, so you can power any and all of the workflows and decision making at your organization that require provider data

2. Healthcare-grade accuracy

- Proven best-in-class identity matching technology, that uses a comprehensive reference database of up-to-date and historical data to unambiguously match fragmented records to the correct provider
- Accurately matches provider relationships: between individual practitioners and provider organizations, and between parent and child provider organizations

3. Data enrichment

- Offers enrichment data to fill in critical gaps in provider records
- Enrichment data is kept up-to-date and accurate by solution provider so that you don't have to manage provider data with a short shelf life

4. Seamless integration

- Easy to set up and use, with minimal disruption to existing systems and workflows and without requiring expensive consulting work or professional services; 'just plug in'
- Solution provider has experience integrating with your systems and offers comprehensive customer support by a team of (real, human) experts

5. Cloud-native platform

- Born-in-the-cloud, SaaS solution for efficiency, scalability, low total cost of ownership, and highest levels of data security
- Part of a larger data management platform that can scale with your needs--including the ability to manage provider, patient, consumer, member, and employee data on one platform



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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.

