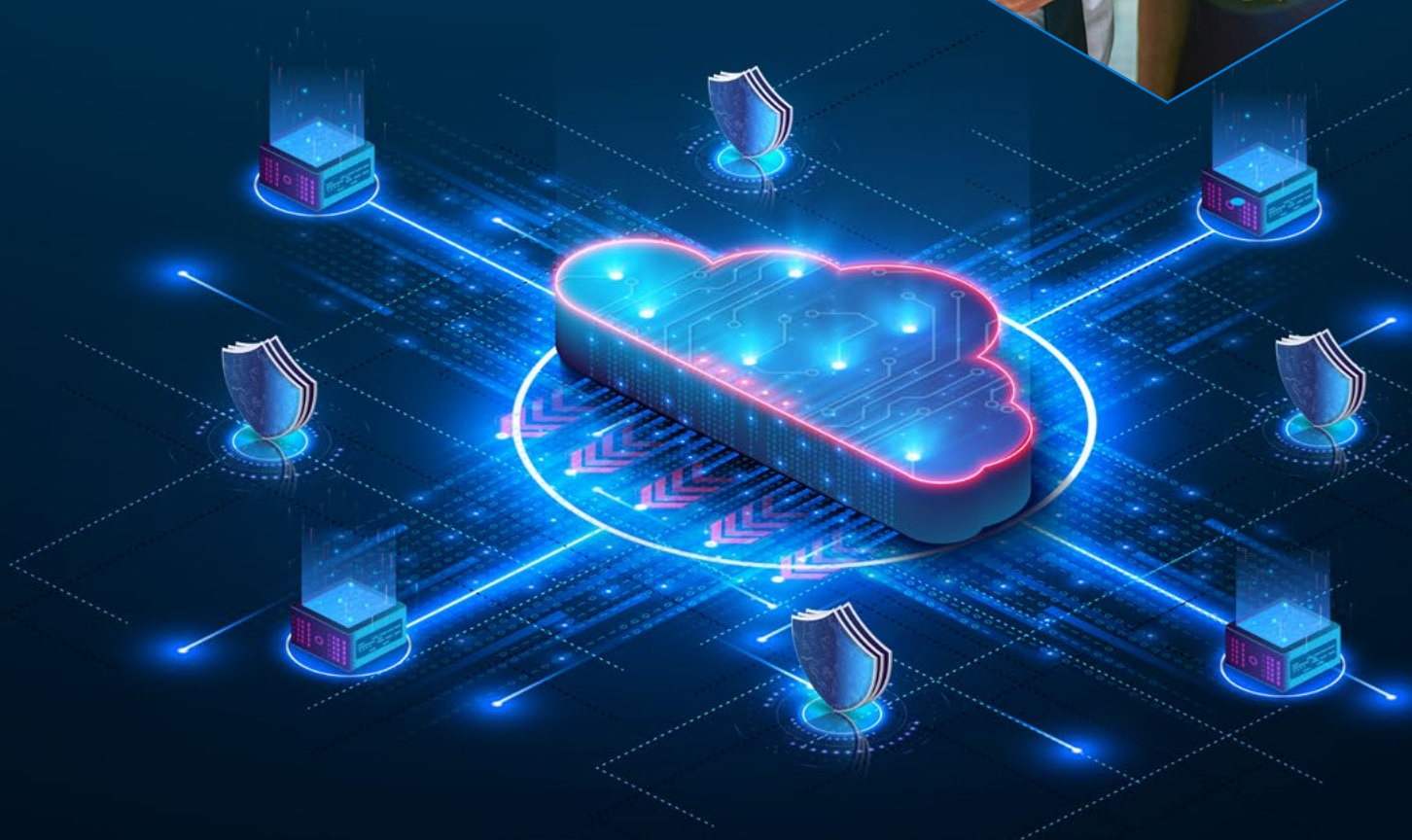




Making the business case for a next generation EMPI

A buyer's guide to help you prepare for a digital future and reduce costs



Nearly overnight, you and your teams were forced to pivot. Pilot projects like telehealth and scalable remote work environments demanded attention. Other initiatives took a backseat.

Today, you're redefining your roadmap, reconciling hurried implementations, and responding to financial challenges. You're navigating your team —and your organization — through today's threats and towards a better future.

What if your future looked like this?

- Saving significant time and costs with cloud-based infrastructure and use of APIs.
- A data warehouse that easily scales and includes data from outside of your four walls.
- A single source of truth powers telehealth.
- One solution for patient, provider, member, employee, and consumer data.
- A seamless electronic health record across merged organizations.
- Credible analytics to accurately support your Accountable Care Organization and quality initiatives.
- A digital front door that earns loyalty.
- Patients who are engaged because you know who they are.

For any healthcare organization, these types of initiatives can benefit from a different kind of identity management strategy — a strategy that keeps each identity consistent, complete, and trusted across every data source, while scaling effortlessly. An enterprise master person index (EMPI) should move your entire organization forward, instead of holding you back.

What's inside

Introduction	3
The challenge	
Guiding principles	
Evaluation checklist	4
Build your identity roadmap	
TCO worksheet	6
Calculate and compare costs	
Implementation services	7
Raise the bar	
Time to value	8
Understand and compare options	
Compare options	9
Next-generation vs. conventional EMPI	
Get to know Verato	10
The road to a better future	

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Not yesterday's EMPI

EMPIs are not what they used to be — and that's good. No longer a commodity, identity data management and EMPIs have been reinvigorated. Identity is the backbone of successful data-driven initiatives, enabling healthcare delivery organizations to better prepare for unpredictable events.

At a time when healthcare organizations are pushing to digitize, and asking IT teams to do more with less, next-generation EMPIs make information-sharing easier across an ecosystem of partners while improving experiences at every point of service.

Transitioning to a next-generation EMPI can save valuable resources, while helping you reach your highest priorities.

The information and interactive worksheets in this guide are designed to help you start to formulate a business case with four guiding principles:

- 1 Take advantage of modern capabilities.
- 2 Operate more cost-effectively with less overhead and fewer resources.
- 3 Work with a nimble partner that gives you confidence.
- 4 Achieve time to value fast and scale with agility.



Build your identity roadmap with this evaluation checklist

Whether you are creating a digital front door, migrating to a new EMR, or expanding a consumer data warehouse, putting a next-generation EMPI on your roadmap will help accelerate adoption of any technology innovation. To ensure you take advantage of modern capabilities, find a solution that promises:

- | | |
|---|---|
| ☐ Flexible use cases | Manage patient, provider, and consumer data with one solution. |
| ☐ Minimal maintenance | No hardware to procure or software to install. |
| ☐ Predictable TCO | All costs covered in a single, annual subscription fee. |
| ☐ Able to expand as needed | Millions of new records added in days, not months. |
| ☐ Performant | Modern architecture that grows with you, with no re-architecting. |
| ☐ Point-of-service | Easy to integrate into any application in support of every interaction. Resolve and prevent duplicates through APIs. |
| ☐ Extremely accurate out-of-the-box | Is accurate without applying data science resources. |
| ☐ Continuously monitored | Built-in auto-scaling, system alerting, utilization monitoring, and automated backups — all without your resources. |
| ☐ Data Healthchecks | Vendor proactively checks data health and quality to avoid costly surprises. |
| ☐ Respects your pace | Requires minimal resources to administer and replaces your EMPI completely, or in phases. |
| ☐ Uncompromising security | Has top industry certifications, e.g. HITRUST r2 and SOC2. |
| ☐ User-friendly interface | Designed to increase productivity of data stewardship and HIM professionals. View reference data alongside your data for increased confidence and productivity. |

Four questions to consider:

- What real-time and batch needs do you have for person identity data?
- Which systems will you need to add to your EMPI in 6-12 months?
- How many data stewards can you afford?
- Are manual data cleanups planned for in the next year?

Operate more cost-effectively

Consider the total cost of ownership savings possible. A next-generation EMPI should avoid the capital expenditures and resource investments common to enterprise data management. Instead, expect a subscription fee that is comprehensive and includes license, maintenance, hardware, and upgrades. You should never have to pay for a professional services engagement to re-tune an algorithm.

Use the interactive worksheet on the next page to calculate TCO and compare cost savings of legacy EMPI solutions, hosted offerings, and cloud-native options.

Expect your subscription fee to include:

Software, upgrades, and maintenance:

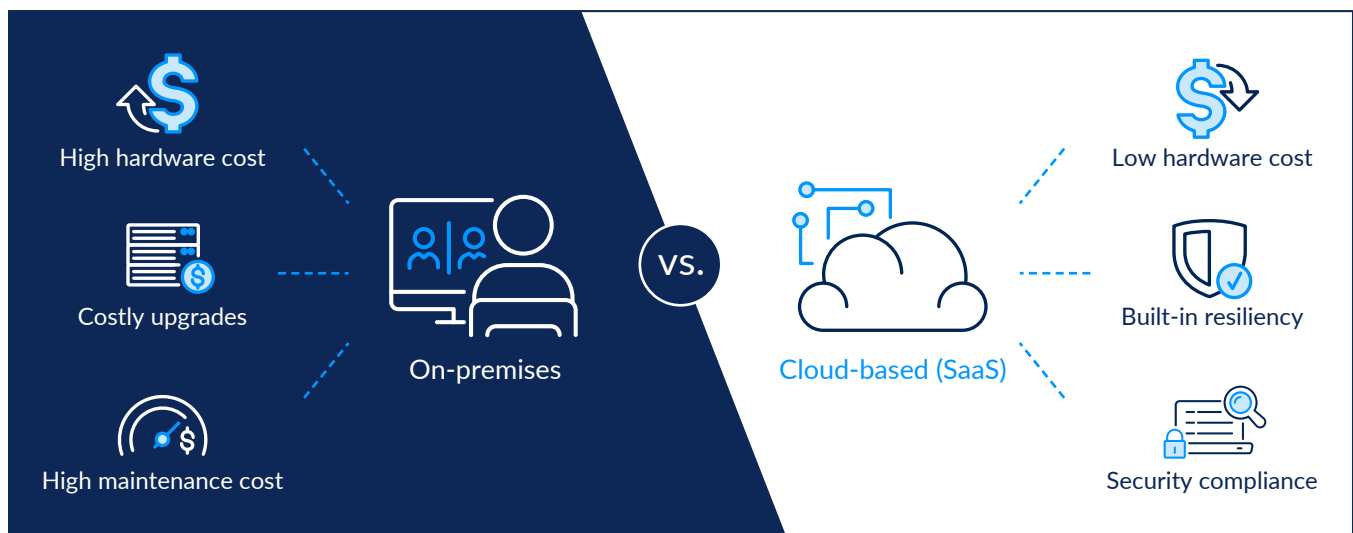
Core functionality, functionality upgrades, and routine security updates — along with the services necessary to implement them — are all included in the subscription.

Hardware: Gone are the days of purchasing databases and load-balancing servers. Relying on SaaS solutions means the solution is fully managed (by someone else). You don't have the risk of failure points or the hassle of administering maintenance contracts.

Algorithm tuning: With a conventional EMPI, your team needs to regularly tune data — or hire consultants to do so — every time you add 25% more data to your system. With a next-generation EMPI, no extra tuning is necessary.

Data stewardship interface: A simple-to-navigate user interface bolsters morale and productivity across your team. Data stewards and HIM professionals don't have to spend time on the highest-complexity tasks.

Reduced TCO: Legacy EMPI vs next-generation EMPI



EMPI cost comparison worksheet

Use this interactive worksheet to begin calculating and comparing what you are spending on your EMPI with what you could be saving.

Questions to think about:

- How impactful would it be for this project to be implemented within the next six months?
- Are there use cases you have not tackled due to cost?

EMPI Software

License/subscription

\$

\$

\$

Support

\$

\$

Included in subscription

Hardware and Prerequisite Software

Linux or Windows servers
for DB, app, and web

\$

Database

\$

Included in subscription

Load Balancing/Redundancy

\$

Included in subscription

HIPAA compliance/
HITRUST r2 certification

\$

\$

Hosting fees

\$

\$

Services

Installation and setup

\$

\$

Integrate a new source

\$

\$

Ongoing algorithm tuning

\$

\$

Periodic (recurring) upgrade services

\$

\$

Periodic manual data cleanup

\$

\$

Data "Healthcheck"

\$

\$

Included in subscription

Resources

Operations/DBA

\$

Included in subscription

Included in subscription

HIM/data stewards

\$

\$

\$

Periodic data cleanup

\$

\$

≥ 50% savings

Have confidence: Raise the bar on implementation services

If you move slowly, you'll lose sponsorship, resources, and momentum. A next-generation EMPI is designed to thrive under pressure, enabling an easier and quicker implementation than ever before — and a shorter time to value.

Seven expectations based on actual feedback from Verato customers

Use this as a must-have list when considering vendor partners for an EMPI replacement.

- 1 The EMPI is deployed and adds value in less than three months.
- 2 Like a friend, they respond to every question — within 24 hours.
- 3 The vendor — or a partner working hand-in-hand with the vendor — will lead the implementation.
- 4 The delivery team has migrated health organizations from legacy EMPIs of every variety.
- 5 The vendor must have deep, specific knowledge of person identity in healthcare.
- 6 The vendor is prepared with EMPI migration templates and works with you to scope the project.
- 7 The EMPI is easily expandable to include patient, provider, organization, member, employee, and consumer data.

5 agency system silos

“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.”

— Satwinder (Romy) Singh
Systems Architect

Fairfax County was able to integrate data from five separate agencies overseen by the county's Department of Health and Human Services and the Department of Public Safety for a complete view of every client.



36 days

“I view vendor relationships as a partnership, and we absolutely have that with Verato.”

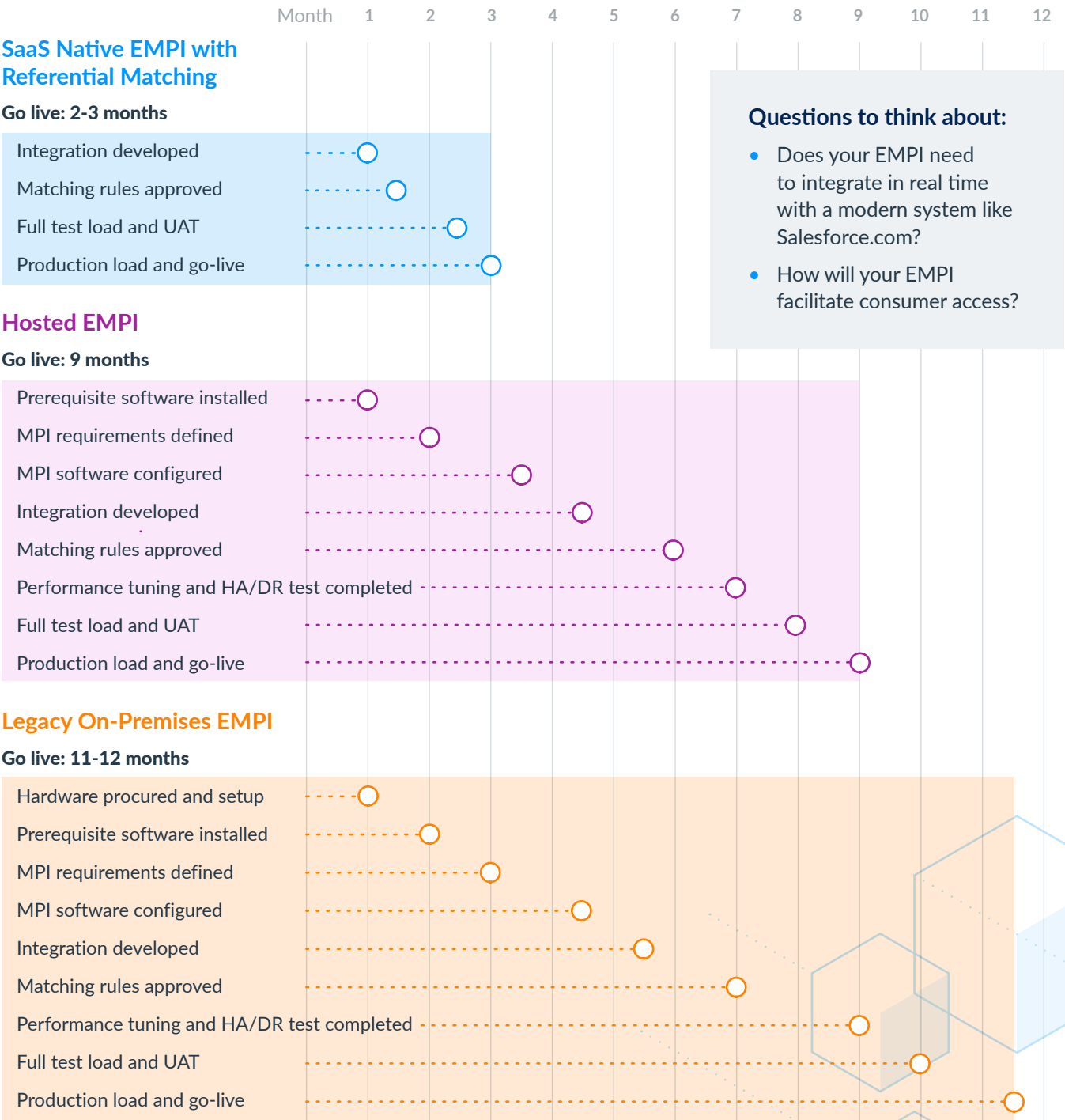
— Jeremy Gersh,
Vice President of Information

In just 36 days, Greater Rochester Independent Practice Association was up and running with Verato, replacing their legacy on-prem EMPI.



Timeline to value: Understand and compare options

See below how traditional and hosted data management implementations stack up to cloud-native implementations. Use this snapshot to set expectations about what is possible.



See how the options stack up

A next-generation EMPI empowers health organizations to:

- Reduce EMPI operating costs up to 3x.
- Improve matching accuracy.
- Build a solid foundation for person data-driven initiatives.

	Next-generation EMPI	Conventional EMPI
 Cost	An all-inclusive SaaS subscription model offers a predictable (and lower) total cost of ownership than a conventional EMPI with a minimal resource investment from you, while the cloud native architecture scales to any use case.	Traditional MPI projects have too many hidden costs, starting with an expensive implementation and continuing to grow with hardware, maintenance, support, algorithm retuning, difficult upgrades, and operational resources.
 Time to value	Deploy, integrate, and realize value in as little as five weeks. Add new data sources quickly and without re-tuning an algorithm.	Each time a new data source is added, data science resources must engage to re-tune the algorithm, verify thresholds, and test.
 Integration options	Flexible, well-documented integration. RESTful APIs, HL7, and batch options play nice with other applications, giving you a reliable EMPI at the point of service.	Delicate message brokers can be difficult to maintain and lack flexibility, limiting where and how you can incorporate your EMPI into your enterprise.
 Comprehensive	Allows you to manage patient, provider, member, employee, and consumer data with one solution. Third-party and marketing data can be added without sacrificing the integrity of clinical data.	Requires a separate instance for every domain of data. Consumer data cannot be added to patient profiles without jeopardizing data integrity.
 Secure	Out-of-the box HITRUST r2 certified and HIPAA, SOC II, and PCI compliant.	Places the onus on your team to ensure a secure deployment and implementation, as well as obtain any necessary certifications.
 Referential Matching™	Tightly integrates trusted person reference data sources that are curated specifically for healthcare across many sources of data. This additional information allows better decision making for matching person records.	Dated matching hasn't kept pace with interoperability demands and data growth, leaving people to do more work to connect data.

A road to a better future

There is a lot more to learn about how a next-generation EMPI can help, and we'd enjoy helping you move down the path. Our experts can help you build an identity strategy that supports all of your most important strategic goals, including smarter growth, better care, and population health.

Verato enables a proactive person data management strategy that can usher in the digital future for your organization, while helping you respond to today's challenges. Whether you're analyzing a person or a population, consolidating EHRs, or coordinating health experiences, Verato can help you ensure you're prepared for tomorrow while reducing costs now.

Part of something bigger

Verato offers the industry-leading EMPI, purpose-built to solve healthcare's most complex identity challenges. It enables accurate, scalable, and interoperable management of patient, provider, and consumer data across systems and care settings.

As a foundational capability within the [Verato MDM Cloud Platform](#), the solution empowers organizations to get identity right from the start, which fuels digital transformation, improves data quality, and enables seamless care coordination.





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.