

Transforming healthcare marketing through advanced identity management

Case Study • Customer Value Achievement

The bottom line

After partnering with Verato to match together Epic® (EHR) health records and marketing records from Marketo® and other sources, a leading integrated healthcare system in the northeast eliminated 50,000 duplicate records and identified 31 percent more matches than previously. This proprietary Verato Match Tiers™ capability links records from diverse sources with distinct configurations, creating a single view of individuals across systems, leading to better patient outcomes and, in this case, saving a full day in analysis pre-work per marketing campaign.

With Verato, this health system realized an **87.5% Return on Investment** based only on the labor that would have been required to manually reconcile the 50,000 duplicate records identified. There were additional unquantified benefits from reduced data analysis time and capturing the more complete view of patients and consumers, including linking known patients to individuals completing Health Risk Assessments. Today, they are connecting Epic® patients and Marketo® lead lists to design digital outreach that finds the right people at the right time—offering personalized access to critical information.

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The beauty is we're making a difference with our patients. We're not spending tons of time and money on the grind of mastering the data.

Vice President and Chief Medical Officer

31%
more matches

50k
duplicates
eliminated



Case Study: A northeast healthcare system

The challenge

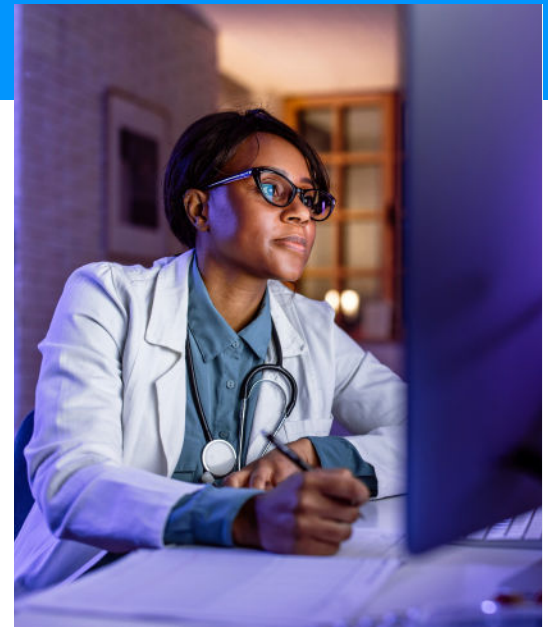
This healthcare system's marketing team struggled to manage and make the best use of patient and customer identity records, which existed in diverse data sources that varied considerably in completeness and quality. Existing identity management solutions were inadequate and failed to match and aggregate these sources, resulting in multiple fragmented records and an incomplete view of each person. This made executing and tracking campaign effectiveness impossible.

The marketing team needed to develop more targeted marketing to better engage 750,000 of the organization's 7,000,000 patients and consumers through digital outreach, but the time required to manually match records was both cost-prohibitive and ultimately unreliable.

The strategy

With the initial goal of creating a complete and trusted view of each person for marketing purposes, this health system partnered with Verato to deploy Match Tiers™ technology. This proprietary solution allows organizations to:

- Match records from different 'tiers' of reliability and completeness with distinct configurations.
- Ensure that matching data from lower tiers to the appropriate person record for marketing purposes does not compromise the accuracy of higher-tier matches used for clinical decision-making.
- Build a comprehensive view of patients and consumers using all available information, regardless of its source (e.g. thin records from marketing forms, high-quality clinical systems, etc.).



Overview

- Large integrated health system
- 7 million patients and consumers
- 18,000 employees
- Over 400 facilities
- 16 urgent care centers

This healthcare system is one of the largest integrated healthcare systems in New Jersey. The health system incorporates seven award-winning hospitals, 16 urgent care centers, and over 400 other facilities across the state. It employs 18,000 healthcare professionals and maintains a clinically integrated network of more than 4,800 affiliated physicians. The organization strives to design and deliver high-quality, innovative, and personalized healthcare to build healthier communities and improve lives for patients, consumers, and caregivers.



Case Study: A northeast healthcare system

Key benefit areas

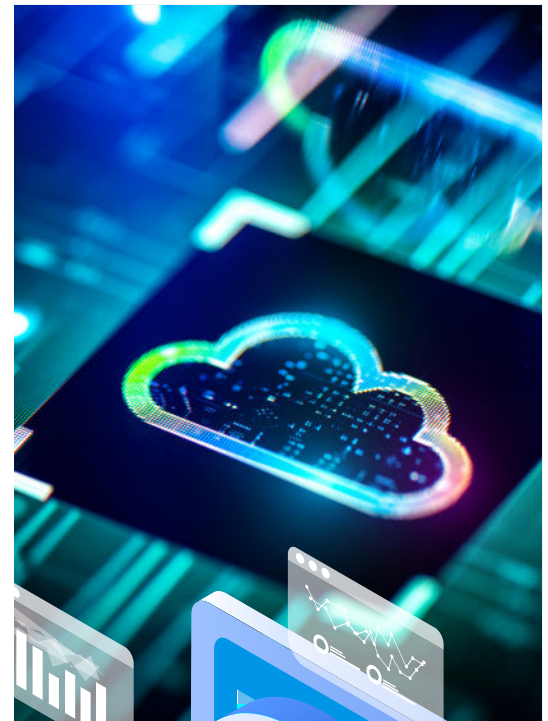
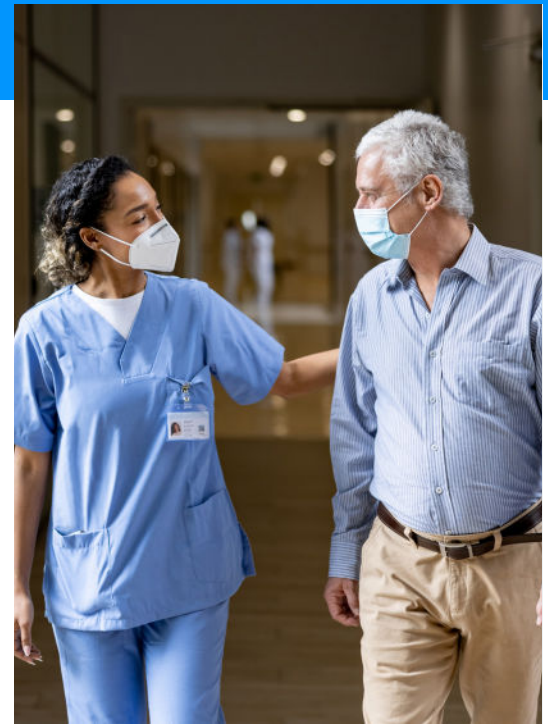
Deployment of Verato Match Tiers™ yielded several positive outcomes for this health system, including:

- **Productivity boost:** Valuable insights were gained more rapidly than matching marketing records against Epic® patient IDs, saving a full day of analysis pre-work per campaign and allowing marketing staff to focus on other high-value work.
- **Speed and accuracy accelerant:** Accuracy and comprehensive person and consumer touchpoint views were significantly improved and accelerated, creating 31 percent more matches across marketing and clinical systems than the existing solution accomplished.
- **System cleanup:** More records belonging to the same person were identified and linked, resulting in 50,000 duplicates eliminated from marketing systems.
- **Enhanced automation:** Next-level matching of person records between the marketing automation system (Marketo®) and EHR (Epic®). For example, new Health Risk Assessment submissions in Marketo® matched existing EHR profiles in Epic® by an additional 4 percent.
- **Outreach advancements:** Linking multiple email addresses within a single record, improving marketing outreach efficiency and effectiveness.
- **Ease of attribution:** Increased information enabled them to attribute additional downstream clinical encounters to marketing campaigns, providing a complete understanding of its effectiveness and impact.

Lessons learned

Deploying Verato Match Tiers allowed this health system to build much more comprehensive person views by safely integrating identity data from both high- and lower-quality sources. The organization can now see connections and treatment opportunities that were not immediately apparent before and can understand which outreach efforts result in the best patient outcomes.

Going forward, the organization plans to use Verato to ensure its “Patient 360” initiative brings all relevant customer data into a single source of truth for patient data across all their disparate systems.





Verato enables digital engagement, clinical interoperability, cloud transformation, and provider data integrity by solving the problem that drives everything else — knowing who is who.

The Verato hMDM platform, the industry's first purpose-built healthcare master data management solution, enables a complete and trusted 360-degree view of patients, consumers, members, providers, and communities. Over 90 of the most respected brands in healthcare rely on Verato to connect, identify, enrich, manage, and activate person and provider data across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value. With a secure enterprise-wide single source of truth for identity, Verato ensures that you get identity right from the start.

For more information, visit verato.com.

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Knowing who is who[™]