

What's missing from your clinical interoperability strategy

Interoperability between and beyond EHRs is crucial to harness the full potential of technology investments and enable efficient information exchange

verato

Knowing who is who™



The future of healthcare lies in interoperability

30% of the world's data volume is generated by the healthcare industry and is expected to grow faster than any other industry.¹

This expansive data growth can be attributed to the digitization of healthcare beginning with EHRs and expanding into other areas such as imaging and diagnostic information and the patient devices and applications.² Healthcare requires interoperability to be able move forward now that the system is digital.³



The importance of interoperability

In addition to the EMR systems, there are hundreds of additional systems that require accessing and sharing clinical information about a patient or provider including care management, population health analytics, and specialty pharmacy or imaging. As the number of different systems grow that leverage healthcare data the ability to exchange this information quickly becomes an exponentially bigger challenge that affects every single touchpoint across the entire care continuum.

Hospital and Health systems within the provider market are required to share this information based on regulatory mandates driven by the 21st century cures act. Additionally, these organizations are motivated to expand their interoperability capabilities to generate better experiences for patients and providers.

Healthcare payers are also required to exchange information with their provider partners based on regulatory mandates driven by CMS and the 21st century cures act. These organizations are shifting their investments from compliance driven project deliverables to strategic enterprise initiatives tied to data and analytics. Advancing innovation to drive more sophisticated experiences and workflows for both members and providers, all depends on getting more real time clinical data.

The average hospital has 16 disparate EMR vendors in use at affiliated practices and nearly 75% of hospitals must manage over 10 disparate outpatient vendors.³

Identity data management is critical to interoperability success

Healthcare interoperability is a prerequisite for healthcare's digital transformation and innovation.

Data powers everything and is only useful when it can be turned into meaningful insights enabling action. To do this effectively, high quality data sets require seamless communication across IT systems and formats. The current data landscape is characterized by hidden isolated data silos and incompatible systems, creating underwhelming conditions for data-driven technologies in transforming the healthcare experience.

Tackling the interoperability challenge facing the healthcare industry requires an ability to identify and link information about a person to any other information about that same person, synchronize that information to the necessary downstream systems across an organization, and manage that information over time ensuring the accuracy and completeness of that information.

Identity is the foundation for making healthcare data useful and meaningful and must be accounted for in every healthcare organization's interoperability strategy.

Hospital challenges exchanging patient health information (PHI):

72% experience barriers exchanging PHI due to significant challenges exchanging data across different vendor platforms.

64% experience barriers sending PHI due to the exchange partners' EHR system capability of receiving data.

57% experience barriers receiving PHI due to difficulty in identifying the correct patient between systems.

Source: Healthcare IT News, Interoperability and methods of exchange

ONC defines four interoperability domains describing information exchange within internal and external sources^{5, 6}

- **Finding** information enables patient data queries.
- **Sending** patient information to facilitate care transitions or for insurance-based processes.
- **Receiving** patient information for care transitions.
- **Integrating** patient information requires both that information is shared electronically and that no special effort on behalf of the user is needed to integrate that information into the provider's EHR.

Collectively, these capabilities represent the capabilities provider and payer organizations need to share information electronically.

Across every aspect of interoperability—it all starts with accurate identity. Knowing who is who is fundamental to your interoperability strategy—empowering patient safety, care quality, and your business operations.



Finding



Sending



Receiving



Integrating



Success story: Removing duplicates and fixing match issues

A large integrated healthcare system in Georgia uses Verato as its EMPI to help resolve and manage identities in its primary EHR (Epic).

This organization receives claims data inbound and requires a way to match and identify their known individual Epic patients in the claims files to prevent new MRNs from being created in Epic for known patients (i.e. duplicate MRNs).

This saves the time and energy of manually reconciling these identities and records in Epic. Upon initial implementation of Verato, this team also used Verato to automatically identify and resolve existing duplicates in Epic, including hundreds of thousands of records in a queue that were awaiting manual review and resolution by their health information management (HIM) team, as well as 78% of their Epic KNDs.



Struggled to match claim files with 6M Epic patient records



Automatically reconciled 78% of their Epic KNDs

Success story: EHR migration driven by mergers and acquisitions

A large health system serving the New York City metropolitan area and after a recent acquisition needed a solution to migrate data into its EHR and support their patient portal launch to ensure a sustainable operation and data integrity.

This organization originally implemented a conventional EMPI and performed a large manual clean up exercise with a contractor. However, this solution proved unsuccessful as their “potential match” queue continued to grow.

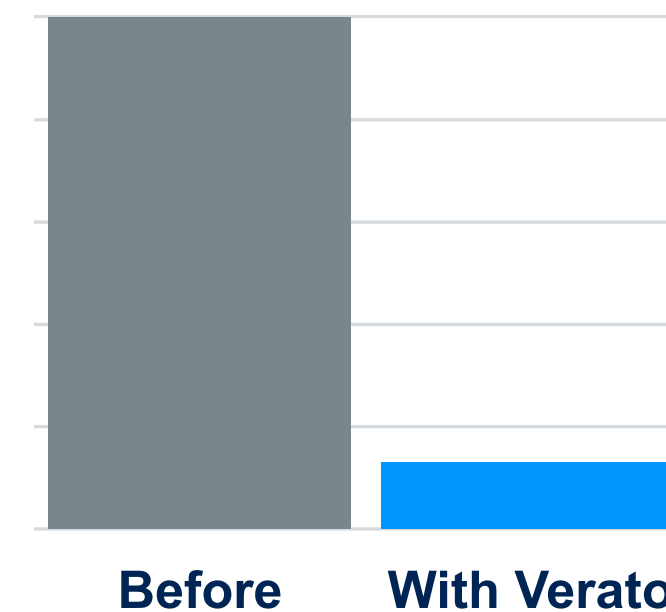
Finally, the health system leverages Verato as part of its data migration factory – using Verato to identify overlap between its acquired patient data and its existing patients in its EHR, as well as to clean up duplicate patient identities in its acquired patient data prior to migration.

Verato enables this health system to migrate data more accurately into its EHR so they can gain the complete picture of its patients without as much burden on their HIM team to review and reconcile duplicate charts during the migration. Additionally, this ensures a single holistic experience for their patients across its brand.



What's missing from your clinical interoperability strategy

87%
reduction in
“potential match” queue



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You can be an organization of world-class clinical care, but when a clinician cannot see the entire continuum of care for that patient there can be dire consequences.”

AVP of Revenue
Cycle Management

Success story: Empowering population health analytics

A technology-enabled provider of value-based care and chronic disease management to seniors, operating centers that offer a comprehensive suite of healthcare and social services and a proprietary software and services platform that provides data, analytics, and rules-based decision tools/workflows for physicians across the U.S. — with over 200,000 Medicare Value-Based care members across 10 states.

This organization recently acquired one of the nation's largest ACOs. They viewed Verato as a foundational technology to support national growth (both organic and inorganic).

In using Verato to tie together patient data from their systems and the newly acquired ACO, claims files, and payer rosters. This complete 360-degree view of each patient powers their population health analytics models. This organization is also leveraging Verato to gain enrichment data for email and phone outreach to MSSP members.

200,000+
Medicare Value-Based Care
members across 10 states

The Verato approach

Verato hMDM™ enables a proactive identity data management strategy that can maximize clinical interoperability for your organization.

Verato
hMDM

..... **Connect**
..... **Identify**
..... **Enrich**
..... **Manage**
..... **Activate**

- **Connect** — Seamlessly and securely integrate all sources of identity data.
- **Identify** — Accurate, reliable identity resolution and verification is a critical component of any data management solution for healthcare.
- **Enrich** — Integrate social determinants of health (SDOH), lifestyle, and demographic data for a more complete view of your patients, members, and providers.
- **Manage** — Deliver the best, most relevant identity information to the right systems at the right time to power better workflows and decision making.
- **Activate** — Gain insights and utilize your data in ways you never imagined possible.

“

Getting identity right is essential to a high-quality patient experience and improved health outcomes at a lower cost. Verato had us up and running quickly, and their team is easy to work with.

Phani Konduru
Chief Digital and Technology Officer,
BrightSpring Health Services

Quality that's easier

With Verato Referential Matching®, a patented approach with the highest accuracy in the industry, you will always be confident that you know who is who.

Faster time to value

Get started in months not years with our modern API approach across any combination of systems.

Scales with your growth

A solution that solves your current and your future needs – without new implementations or hiring a bigger team.

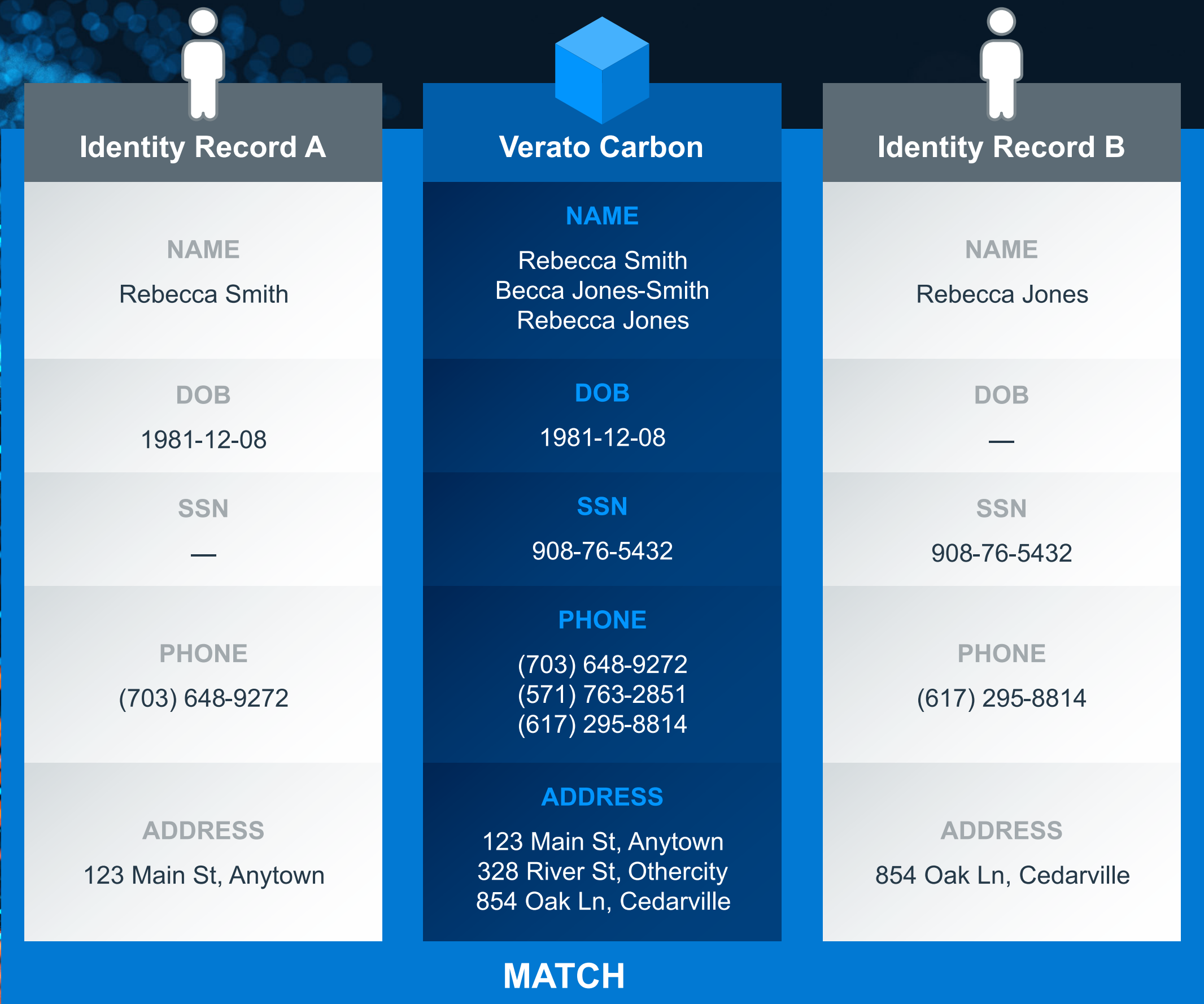
Get identity right from the start

Verato makes healthcare identity interoperability easier and faster without sacrificing quality.

Accurate, reliable identity verification and resolution are critical components of any identity data management solution for healthcare. The Verato hMDM platform offers the only end-to-end identity solution and sets the new gold standard in identity data matching for people and organizations. Build a 360-degree view of every individual in your system with data you can trust.

Verato Referential Matching®

- A quantum leap forward in building a complete person record within disparate sources, third-party verified to be best in the industry.
- Patented technology approach utilizes our highly curated database of demographic data spanning the entire U.S. population over a 30-year history.
- Powered by an unparalleled set of algorithms and data science built specifically for healthcare.



Identity indexing within your organization

Verato supports organizations to identify matches between patient records and between provider records, enabling the ability to merge or resolve duplicates and linkages across sources.

Healthcare organizations can maintain accurate medical data across systems. Patients and providers are assigned a unique identifier to ensure this person is represented only once across all the organization's systems.

- Absorbing or integrating EHR systems
- Automating patient duplicate task clean ups



Did you know

When healthcare organizations acquire an EHR:

44%
retain and integrate
the acquired EHRs⁷

56%
absorb and retire
the acquired EHRs⁷

Care delivery operations

Verato supports organizations exchanging healthcare information between different clinical systems both within and outside their enterprise retroactively, enabling accurate identity integrity of the information received and incorporated into new data records.

Enabling a longitudinal patient or member record across:

- EHR ↔ Care Management Platform
- EHR ↔ Quality Management Platform
- QM ↔ CMS
- EHR ↔ Risk Platform



Did you know

12%
of medical records
in an average clinic
are duplicates⁸

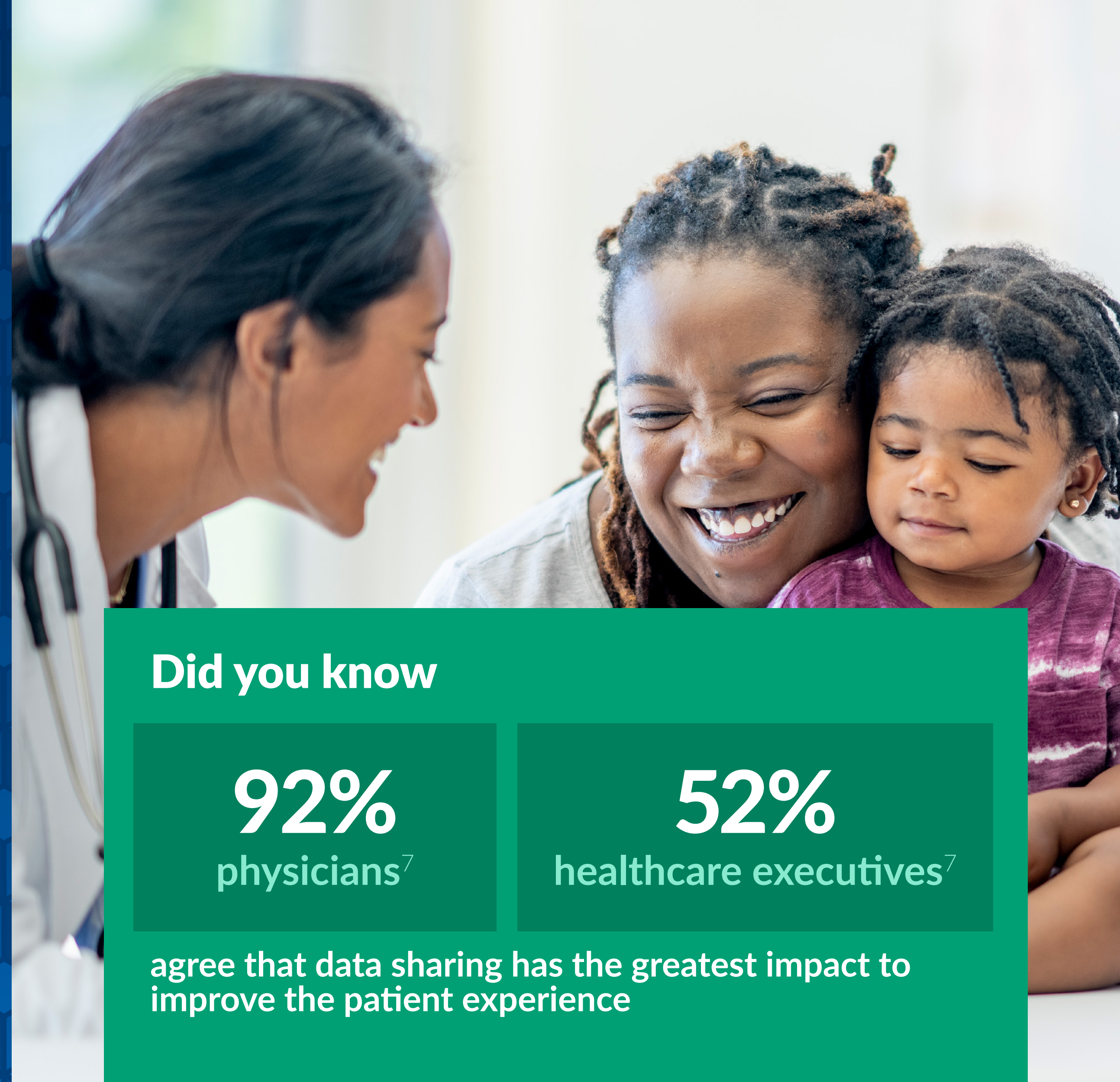
14%
of medical records
in an average clinic
imply incorrect
patient data⁸

Moment of care

Verato supports organizations exchanging healthcare information between different clinical systems both within and outside their enterprise in real time, enabling accurate identity integrity of the information received and incorporated into new data records.

Enabling care coordination across:

- EHR ↔ EHR
- EHR ↔ Lab
- EHR ↔ Pharmacy
- EHR ↔ Scheduling
- EHR ↔ Registry
- EHR ↔ Prior Auth



Did you know

92%
physicians⁷

52%
healthcare executives⁷

agree that data sharing has the greatest impact to improve the patient experience

Active integration

Verato supports organizations exchanging healthcare information between different clinical systems and contexts both within and outside their enterprise.

- Real-time search within EHR
- Real-time search across enterprise from any application



Nearly 20% of patients
bring their lab results to an appointment
because the doctor could not access them.

Next-generation identity data management

Verato makes managing your patient and provider better by going beyond legacy approaches.

Extensive integration ecosystem

Seamlessly integrate your data systems, propagate data easily, and expand your capabilities for enhanced efficiency and reduced costs.

Unmatched security

HITRUST certified, SOC 2 Type II certified, PCI certified, HIPAA compliant. Your data is always encrypted, with multi-factor authentication, IP white listing, and continuous threat monitoring.

Unmatched scalability

Deploy in weeks, integrate swiftly, and optimize your initiatives effortlessly. Fully cloud-native, with seamless upgrades and scalable features to support your growth.

Succeed with the identity experts

Achieve high-level performance with superior support

Managing identity data across your ecosystem is a complicated journey. From initial configuration through ongoing adoption, Verato experts will be with you at each step to provide advice, best practices, and support to ensure you successfully cross the finish line and finally know who is who.

The Verato commitment to customer success is comprehensive and consistent throughout your entire experience, including as you integrate new sources, tackle new projects, and think of new use cases.



Key benefits of working with Verato:

- ✓ Dedicated technical Customer Success Manager
- ✓ Access to identity experts with 160+ years of expertise
- ✓ Personalized enablement and training for your team
- ✓ Accelerated time-to-value
- ✓ Incremental bulk data processing
- ✓ Data profiling
- ✓ Annual health checks
- ✓ Value Delivery Dashboard
- ✓ Tailored reports and solutions
- ✓ Proactive 24x7 support

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Verato didn't come with a one-size-fits-all approach. This flexibility allowed us to integrate them into our process, which in turn helped us achieve 174% productivity.”

EMPI Manager

Further learning

Learn more how other organizations built successful clinical interoperability strategies through a strong identity data management foundation.

Case study: M Health Fairview powers swift COVID-19 response with a complete and trusted view of each patient

<https://verato.com/resources/m-health-fairview-powers-swift-covid-19-response-with-a-complete-and-trusted-view-of-each-patient/>

Webinar: Phani Konduru, Chief Digital and Technology Officer of BrightSpring Health Services speaks about managing healthcare through distributed care, home health and prescription delivery

<https://verato.com/resources/beckers-brightspring-webinar/>

Case study: Northwell Health: Improving Data Integrity for Better Patient Experiences

<https://verato.com/resources/northwell-case-study/>

Customer testimonial: Keely Aarnes, Northwell Health

<https://verato.com/resources/testimonial-northwellhealth-copy/>

Webinar: How Intermountain Health used cloud APIs and big data to improve patient matching

<https://verato.com/resources/webinar-intermountain-cloud-apis-and-big-data/>

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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.



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