

Identity Verification for Payers

Verify Member Demographics and Prevent Fraud

Authenticating member demographics is critical to ensure that data collected by healthcare payers is accurate and won't negatively impact the entire revenue cycle downstream.

Identity Verification uses the industry's most expansive, dependable and regulated data sources to provide healthcare entities the latest member contact information. With seamless, bi-directional system integration, healthcare payers can receive the most up-to-date and accurate data directly in their systems and can be alerted about discrepancies.

With members changing their addresses and phone numbers more frequently, it's important that payers have consistent access to the most up-to-date member contact information. Reduce your unable-to-contact rates by integrating Identity Verification into your existing systems and workflow.

Benefits

- **Minimize unable-to-contact (UTC) rates:** More accurate data will help reduce returned mail and phone calls to incorrect phone numbers
- **Prevent fraud:** Protect your members' information and your business reputation by identifying potential cases of identity theft
- **Improve operational efficiency & productivity:** Eliminate the need for staff to manually search for updated demographic information from multiple sources and manually enter updates

How it works

Payers provide their member file to be run through Experian Health's intelligent algorithms utilizing our proprietary demographic database to receive validation of existing data accuracy and updated information where variances have been identified.

Below is a list of data elements Experian Health will analyze and return available information, including:

- Name
- Address
- Date of birth
- Social Security number
- Phone
- County
- Red flag warnings

Identity Verification queries a continuously updated demographic database, which is unmatched in the industry and is based on decades of experience. Updated demographic variances can be automatically uploaded into the payer's host system. The automated process reduces manual processes with researching inaccurate information and updating records.

All addresses are cross-referenced against United States Postal Service® standards to ensure the address is valid and is properly formatted to USPS standards, including the addition of the ZIP+4. Payers can receive customizable alerts for dealing with discrepancies and potential cases of identity theft.

As member demographic data continues to change more frequently, it's important that healthcare payers have consistent access to the most up-to-date member contact information.

