



Precise ID[®] for healthcare portals

Patient identity proofing and authentication for provider portals

What's the most effective way to protect medical identities? Put security measures in place to keep them safe.

The focus for the majority of healthcare organizations, now that electronic medical records have been implemented, is on online healthcare portals. The good news is portals give patients convenient access to health information using their personal devices. The bad news? These tools can open the doors to criminals who steal—and profit from—sensitive data. Your job is to make it easy for patients to get in, and hard for the identity thieves to gain access to sensitive data, all while complying with current regulations around privacy and meaningful use.

With medical identities valued at 20-50 times more than financial identities, criminals are increasingly targeting the healthcare industry.

Experian Health understands the importance of addressing security challenges head on:

- Medical identity theft is the fastest growing type of identity theft, increasing 22% annually
- 1 out of 5 patients withhold information from doctors out of concern of data security, jeopardizing their health
- 64% of patients cited privacy issues as a key concern for accessing health information online

Experian Health's Precise ID for healthcare portals

provides healthcare organizations with a way to confidently authenticate patients and reduce risk of a data breach and potentially severe HIPAA penalties during enrollment. It combines state-of-the-art identity proofing, risk-based authentication and knowledge-based questions with industry-leading data sources to help healthcare organizations securely verify each patient's identity. Our solution automates the patient portal enrollment process, allowing healthcare organizations to remove manual processes and optimize critical IT staff resources while securing patient information and supporting a positive patient experience.

How we do it

- Our medical identity protection solution makes sensitive health information accessible only to the right individuals, so patients are assured the privacy they expect
- The solution is HIPAA compliant and satisfies Meaningful Use requirements, so you build the trusting relationships that benefit you and your patients

The benefits of Precise ID[®]

Provides protection and security without burdening patients with increased wait times and complexities

Satisfies regulatory authentication requirements

Complies with HIPAA and Meaningful Use Stage 2 security requirements

Automates patient portal enrollment

Builds patient's trust by protecting their medical identity

www.experianhealth.com/identityproofing