experian

health

Universal Identity Manager

A new method to match and manage patient identities

What is the best way to solve problems associated with disconnected patient demographic information? Putting the right connections in place. Interoperability and exchanging information across the healthcare ecosystem is an achievable goal. It is possible to successfully address problems caused by data integration challenges and fluid patient data. There is a well-documented need for a universal patient identifier, the absence of which poses both business and safety issues.

Universal Identity Manager (UIM) improves the safety, speed, quality and cost of care. Drawing on more than 40 years of experience managing identifiers across various industries, we developed the UIM to create a single view of the same patient. The UIM accurately identifies patients and matches records within and across disparate healthcare organizations (pharmacy, lab, payer, and provider), facilitating information exchange within and across the healthcare ecosystem and creating a unique, universal patient identifier.

How we do it

- The UIM improves the data quality of existing patient records through a batch cleansing process

- It prevents duplicate records through real-time search and alert processes

- For hospitals, the UIM syncs with our **Touchless Workflow™** patient access solutions

Universal Identity Manager leverages Experian's consumer demographic information to achieve higher matching rates

By combining the power of Experian's consumer demographic information with reference data and referential matching methodologies, the UIM goes beyond the limitations of conventional deterministic or probabilistic methods to achieve higher matching rates and mitigate matching challenges associated with data quality.

Standardization industry studies from the **ONC** (Office of the National Coordinator for Health Information Technology) and **Sequoia Project** (an independent advocate for nationwide health information exchange) have validated our approach.

What you get

Patient safety

Improves patient record quality eliminating duplicate, overlapping, incomplete, or fraudulent data in patient profiles, preventing PHI exposure

Financial performance

Reduces resources needed to reconcile duplicate medical records and decreases costs associated with billing errors and redundant data testing

Operational efficiency

Facilitates interoperability and information exchange across the healthcare ecosystem and enables higher-quality care coordination

Regulatory support

Supports achievement of Meaningful Use requirements

Strategic alliance with NCPDP

Experian Health has a strategic alliance with NCPDP (National Council for Prescription Drug Programs) to provide a universal patient identifier that will help address the complexities of managing patient identification by identifying consumers in the healthcare ecosystem more accurately. The universal patient identifier is powered by Experian Health's UIM.