



Solutions to help pharmacy leaders

Enhance patient security and engagement

We know you're committed to helping your patients get healthy, and we're committed to helping you make that patient journey both simple and secure.

Experian Health's patient-centered technologies address the needs of today's modern pharmacies. We leverage our expertise in data and analytics to develop solutions that help you engage with patients in a meaningful and secure way.

Authentication and security

Experian Health's **Precise ID**® for pharmacy portals provides pharmacy organizations with a way to confidently authenticate patients and reduce risk of a data breach that could result in costly 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.

Patient engagement

Experian's **Social Determinants of Health** solutions identify and address individual patient needs relating to nonclinical barriers to health. Scores include Access to Care,

Access to Medication, Housing Instability and Food Insecurity. An overall technology adoption and preferred communication method is also included to aid in outreach efforts.

With **ConsumerView**,SM you can glean insights into your patients' lifestyles and interests. Our consumer healthcare marketing data utilizes lifestyle, demographic, psychographic and behavioral data from the highest-quality sources to ensure your business is compliant with consumer privacy regulations. Data can help with prospecting new target audiences and retaining existing customers.

Payment and collections

Patient Financial Clearance helps HUB services vendors, pharmaceutical manufacturers and specialty pharmacies easily validate that applicants meet the qualifications to participate in patient assistance or charitable foundation programs. This ensures an expedited enrollment process, decreasing delays associated with specialty medication adoption.

Our real-time response delivers Household Size, Household Income and Percent of Federal Poverty Level.

Want to learn more about how we can help your pharmacy?
Contact us at experianhealth.com/pharmacy