



Precise ID[®] with Digital Risk Score

Multi-layered identity verification prevents breaches and protects patient 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.

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

Precise ID[®] with Digital Risk Score (PID DRS) provides multi-layered identity verification by evaluating identity, device, and online risk factors in one, comprehensive platform—all in less than a second. Without burdening patients with lengthy processes, PID DRS provides continuous medical identity protection during enrollment and future portal access requests.

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.

What you get

The benefits of Precise ID[®] with Digital Risk Score

Prevents medical identity theft

Automates patient portal enrollment

Provides continuous protection during every patient portal access request

Builds patient's trust by protecting their medical identity

Leverages device intelligence to verify patient identity

Satisfies regulatory authentication requirements