

IDENTITY MANAGEMENT

Precise ID®

Patient identity proofing and authentication for provider portals

With medical identities valued at 20—50 times more than financial identities, criminals are increasingly targeting the healthcare industry. Experian Health is proactively building security measures into its solutions to combat these threats:

- Medical identity theft is growing rapidly, with a 22% annual increase.
- 54% of patients worry about the security of their personal details online.*
- 20% of patients withhold information from doctors due to data security concerns.

While these portals empower patients by providing easy access to their health information through personal devices, they also create vulnerabilities for cybercriminals to exploit patient data. The challenge for healthcare providers is to create easy access for legitimate patients while protecting against theft and meeting privacy and meaningful use standards.

Experian Health's Precise ID® for healthcare portals addresses this challenge by providing healthcare organizations with a solution to confidently authenticate patients' identities. This reduces the risk of data breaches and potentially severe HIPAA penalties during enrollment.

Benefits to you

1. Provides protection and security without burdening patients with increased wait times and complexities
2. Satisfies regulatory authentication requirements
3. Complies with HIPAA and Meaningful Use Stage 2 security requirements
4. Automates patient portal enrollment
5. Builds patient trust by protecting medical identities



How we do it

- **Advanced identity proofing:** Uses risk-based authentication and knowledge-based questions with top data sources to securely verify patient identities.
- **Automated portal enrollment:** Removes manual processes, optimizes IT resources and secures patient information while improving the patient experience.
- **Medical identity protection:** Ensures sensitive health information is accessible only to authorized individuals, maintaining patient privacy.
- **HIPAA compliant:** Meets Meaningful Use requirements, fostering trust and benefiting both healthcare providers and patients.

Learn more at
www.experianhealth.com/identityproofing or
email us at experianhealth@experian.com.

*Experian Health's State of Patient Access 2021 whitepaper.

