

Universal Identity Manager

Prevent duplicate patient records and match existing ones

Capturing accurate patient information from the very first registration touchpoint is essential for today's healthcare organizations. Get this wrong and your management teams can spend many costly hours reconciling duplicate or incorrect medical records. Even worse, your organization could use this bad data to make misinformed care decisions resulting in tragic errors in patient care.

Universal Identity Manager improves the safety, speed, quality and cost of care. Drawing on more than 40 years of experience managing identifiers across various industries, Experian developed the Universal Identity Manager to create a single view of the same patient. Our matching technology 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** (UPI). A UPI enables instant updates to demographic data in the master patient index, as well as exchanges across disparate datasets.

With the Universal Identity Manager, healthcare organizations can:

- 1** Securely exchange accurate, complete records across services and facilities
- 2** Prevent duplicate and overlaid patient records
- 3** Minimize errors and fraud in patient records
- 4** Improve staff productivity by decreasing the need for record reconciliation

How we do it

Best in class matching methodologies — The Universal Identity Manager combines probabilistic and referential matching methodologies to identify duplicate records and assign a UPI for each unique patient. The matching output can be delivered via API or batch file.

Superior match accuracy — The Universal Identity Manager algorithm leverages Experian demographic information to provide better match accuracy than traditional systems.

Real-time patient search — Our search syncs directly with HIS and calls the Universal Identity Manager in real-time to enable a prompt, accurate response, without delaying your registration process.

Need to justify your match decisions?

You may need to know the "why" behind the "who." In that case, we offer **Match Justification** as a supplement to Universal Identity Manager's foundational matching capabilities. With Match Justification, you receive a match score and insights into matching decisions, as well as details into which data elements were used to make a match or non-match recommendation for given records.



Patient identity is the backbone for all healthcare interactions and operations.

What you get

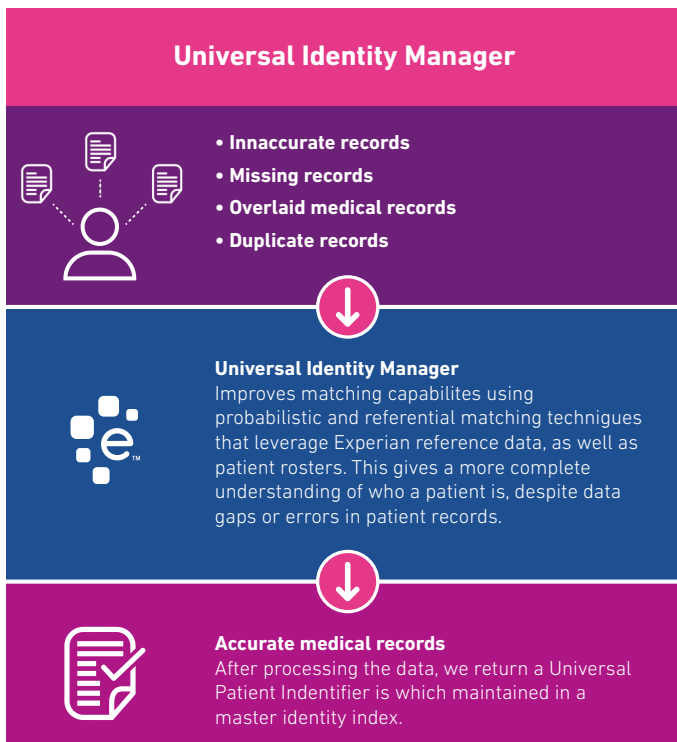
- 1 Patient safety** — Improves patient record quality to eliminate duplicate, overlapping, incomplete, or fraudulent data in patient profiles, and helps prevent PHI exposure
- 2 Financial performance** — Reduce resources needed to reconcile duplicate medical records and decrease costs associated with billing errors and redundant data testing
- 3 Operational efficiency** — Facilitate interoperability and information exchange across the healthcare ecosystem and enable higher-quality care coordination
- 4 Regulatory support** — Support achievement of Meaningful Use requirements

Universal Identity Manager is one piece of Experian's broader Identity Management suite which addresses:

Identity Resolution: enables the accurate exchange of information across the healthcare industry and within organizations using a unique patient identification number

Identity Proofing: confirms a patient is who they say they are, even when they aren't standing in front of you

Identity Enrichment: prevents medical fraud, reduces claims denied due to inaccurate demographics, minimizes return mail and expedites payment. Gain new customers and better understand existing customers for retention purposes.



Strategic alliance with NCPDP

Experian Health has a strategic alliance with NCPDP (National Council for Prescription Drug Programs) to provide a UPI, powered by the Universal Identity Manager, that will help address the complexities of managing patient identification by identifying consumers in the healthcare ecosystem more accurately.

Visit experianhealth.com/resolveidentities or contact Experian Health at experianhealth@experian.com today to learn more.