LexisNexis® InstantID® Q&A for Pharmacy

Reduce risk exposure by protecting patient data

LexisNexis® InstantID® Q&A verifies the identity of patients, medical staff and pharmacists before allowing access to private healthcare information via patient portals.

There has been a massive increase in medical identity and prescription fraud.

Due to easier access to sensitive personal records and extreme difficulty detecting identity theft, one of the fastest-growing areas of fraud involves pharmacies and prescription drugs. Federal investigators have seen their caseloads quadruple over the past five years.

LexisNexis® InstantID® Q&A can help pharmacies put safeguards in place to protect patient data without creating unnecessary inconvenience to individuals with the right to access the data.

InstantID Q&A confirms an individual's identity in seconds by leveraging access to billions of public records and non-credit data to generate non-intrusive authentication questions. The answers are top-of-mind for the user but come from identity information not easily accessible to fraudsters.

Knowledge-based authentication

Medical identity fraud continues to rise and so does the sophistication of fraud schemes. You need to be sure your systems are secure in both online and in-person transactions.

LexisNexis® InstantID® Q&A provides real-time identity intelligence and fraud prevention for pharmacies. It uses knowledge-based authentication, a highly effective security process that confirms an individual's identity based on their answers to questions regarding personal information the true person should know.

A single solution for all your applications

InstantID Q&A offers turnkey implementation and a low friction process for patients, clinic operators and pharmacists. It facilitates uniformity of authentication efforts and can be used to verify identities before key activities are completed, including:

- Login
- New patient enrollment
- Drug coverage
- Profile updates
- Prescription refill and management
- Online payment

Our process incorporates advanced analytics and draws on decades of unique identifiers such as property, telephone and address history, plus expanded categories around educational and government identifying questions. The result is a high-performing solution that surpasses traditional knowledge-based authentication in reducing risk.

For all applications, InstantID Q&A complies with Section 326 of the USA PATRIOT Act, the Gramm-Leach-Bliley Act, HIPPA, multi-factor authentication rules and the Fair and Accurate Credit Transactions (FACT) Act.

Fully customizable

One of the features that sets InstantID Q&A apart from the competition is its enhanced dynamic decisioning engine. It gives you full control over quiz elements including:

- The categories in each quiz
- How often those categories appear
- The frequency of individual questions
- The weight given to each correct answer

By customizing the quiz capability, you can easily adapt the process to your policies. You can also measure risk as questions are asked and configure scoring parameters and escalation procedures to fit your business requirements.

Because InstantID Q&A leverages both LexisNexis data and your own organization's data, it has a vast number of questions to ask during the authentication process, and can steer clear of financial and credit queries that users often feel are intrusive.

Fast, easy deployment

Built on a universal ASP platform, InstantID Q&A can be implemented quickly. It has an easy-to-use web portal with turnkey authentication processing, or the solution can be seamlessly integrated via XML or an advanced web service interface.

Its flexible, scalable design integrates into the larger enterprise risk management workflow process and allows for growth down the road.

InstantID Q&A offers you the ability to:

- Improve the user experience by making it easy for the right individuals to access their data
- Standardize controls and improve security regardless of device used
- Increase patient portal enrollment and use for better patient engagement
- Streamline onboarding of new accounts and processing for repeat activities
- Reduce administrative costs of manually authenticating users
- Minimize the risk of loss from fraud by strengthening security measures
- Decrease call volume for self-service activities such as prescription management and refill

Create a more secure environment

Building on the legacy of proven services for decades, LexisNexis technology and advanced scoring analytics provide best-in-class solutions that address critical business processes and evolving healthcare market demands.

InstantID Q&A leverages our vast data resources—65 billion total records from 10,000+ different sources—to produce unique, customizable question sets that lead to improved security and a superior user experience, all while ensuring regulatory compliance.

To optimize your identity strategy and learn more about InstantID Q&A, contact your local LexisNexis Health Care representative. Call 866.396.7703 or visit risk.lexisnexis.com/healthcare to learn more about any of the LexisNexis Risk Defense products for healthcare.

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