



Data accuracy can erode at a
rate of ~3% per month¹

Transform your
engagement efforts
by improving and
maintaining patient
data with Keep Contact.

Patient data is a critical feed to almost every workflow in a healthcare organization, yet that data becomes outdated very quickly. How can healthcare organizations keep up with patients' changing lives?



PATIENT DATA IS OFTEN
NOT CURRENT, CORRECT
OR COMPLETE²

5-10% of individual contact information provided by commercial carriers is incorrect

15-20% of individual contact information provided by employers is incorrect

25-30% of individual contact information provided by Medicare is incorrect

40-50% of contact information provided by Medicaid is incorrect

8-14% of medical records have erroneous information tied to an incorrect patient identity

Solving for these inaccuracies is necessary for driving efficiency across business processes and improving care coordination and delivery, while focusing on containing costs. For example, Medicaid re-enrollment can drop as much as 30% in managed care organizations due to incorrect patient contact information.

LexisNexis® Keep Contact solves data accuracy challenges

Patient information is in a much greater state of flux than most healthcare organizations realize. There are more cell phone numbers than people in the United States, and the number of job changes, name changes and relocations all combine to make the currency and accuracy of patient contact information questionable at best. To facilitate the verification, ongoing maintenance and protection of patient identity data, LexisNexis Keep Contact allows healthcare organizations to:

- Fill in and augment patient profiles
- Ensure care management and other outreach departments have current contact information
- Leverage a unique identifier in place of sensitive information like SSNs and DOBs
- Maintain information on highly-transient patients
- Improve transparency into minor populations through public records linking

The LexisNexis difference

Keep Contact is uniquely positioned in the market as a result of data and linking technology.

- LexisNexis Information Sources – access to nationwide, historic and continually refreshed data
- LexID® – proprietary linking algorithm links millions of data sources down to a single identity that can also be used as an alternate identifier within a health organization's ecosystem
- HPCC – a proprietary computing platform that allows for petabytes of data to be aggregated, managed and stored seamlessly

How it works

LexisNexis Keep Contact delivers all the information you need to know about your patients and enables you to integrate that information into your operations.

Keep Contact cleans and enhances your patient files with information from our vast public records using LexID and the LexisNexis HPCC computing platform. The result is a patient profile containing the most current and comprehensive information available.

When LexisNexis receives a customer's patient file, it cleanses the file—identifying and updating inaccurate, duplicate and incomplete records. It also applies our LexID technology to identify, link and organize information quickly with a high degree of accuracy. Finally, our process augments the file with additional new contact information and verifies key individual input data such as gender and date of birth.



LEXISNEXIS CAN VALIDATE AND APPEND CRITICAL PIECES OF INFORMATION INCLUDING:



Address



Phone numbers



Deceased



SSNs and more

The quality and protection of patient identity data is essential for containing costs, reducing risks, meeting regulatory requirements and quality goals, and improving patient satisfaction.

LexisNexis solutions are trusted by payers, providers, pharmacies and best-in-class organizations nationwide.

LEXISNEXIS CLIENTS
CHOOSE KEEP CONTACT
FOR ITS PROVEN VALUE IN
MANY AREAS, INCLUDING:

- Improved preventative care efforts
- Increase patient engagement
- Reduced returned mail expenses
- Lowered medical expenses from more effective clinical outreach programs
- Improved engagement for better HEDIS/STAR ratings and patient satisfaction

For more information, call 866.396.7703 or visit
risk.lexisnexis.com/healthcare



Health Care

About LexisNexis® Risk Solutions

LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com.

Our healthcare solutions combine proprietary analytics, data science and technology with the industry's leading sources of provider, member, claims and public records information to deliver insights that improve cost savings, health outcomes, data quality and compliance.

¹ Data Decay: Why Your CRM Data Sucks. Donato Diorio. May 2014.

² 2010 Custom Study conducted by Boston Consulting Group

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