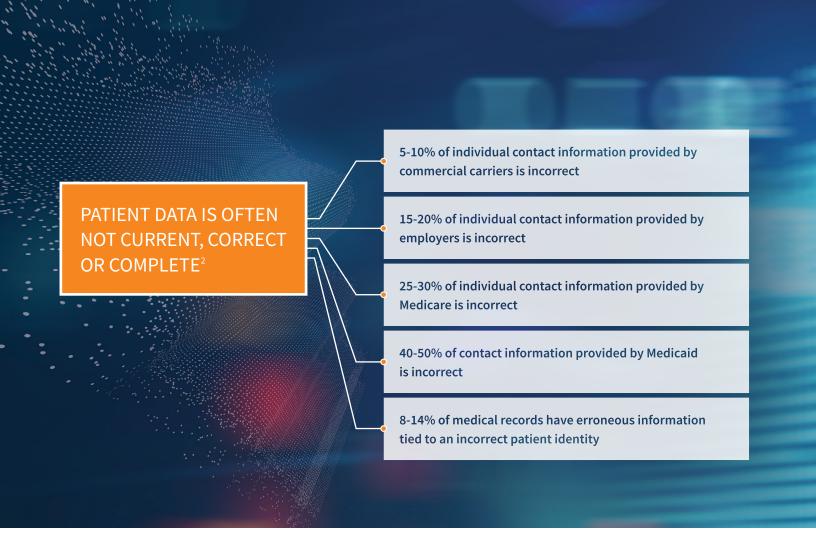




Patient data is a critical feed to almost every workflow in a healthcare organization, yet that data becomes outdated very quickly. How can healthcare organizations keep up with patients' changing lives?



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

Patient

Data Corrections

Applied

Input

Records

o,a

Advanced

Linking

Technology

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.

Corrected Files

Returned

LEXISNEXIS CAN VALIDATE AND APPEND CRITICAL PIECES OF INFORMATION INCLUDING:







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.

Keep Contact provided by LexisNexis is not provided by "consumer reporting agencies," as that term is defined in the federal Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) (FCRA) and does not constitute a "consumer report" as that term is defined in the FCRA. Keep Contact may not be used in whole or in part as a factor in determining eligibility for credit, insurance, or employment or for any other eligibility purpose that would qualify it as a consumer report under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2020 LexisNexis Risk Solutions. NXR14292-00-0220-EN-US

 $^{^{\}rm 1}$ Data Decay: Why Your CRM Data Sucks. Donato Diorio. May 2014.

² 2010 Custom Study conducted by Boston Consulting Group