



## LexisNexis® LexID® for health care

Medical identity theft has nearly doubled in the past five years. Protect the identities of health care consumers with capabilities from LexisNexis.

In today's highly digitized health care information environment, it is incumbent upon stakeholders to look at identity management as both a business problem and a key enabler for core business functions. The rapid push toward fully integrated delivery systems requires accessible PHI that will certainly be seen by fraudsters as an invitation they can't resist. This creates an opportunistic environment for medical identity theft via electronic transactions.

Health care consumers will, and should, expect their data to be secure at all times to protect their financial and physical well-being. Health care stakeholders will demand solutions that ensure they are dealing with the right person, at the right time, for the right transaction, thereby minimizing risk and negative impact on their health care delivery decisions, the health of their patients and overall business performance.

## Secure, accurate identity management from LexisNexis® Risk Solutions

### How LexID® can help:

- Create a more accurate view of patient and member populations by linking together records and therefore deriving attributes from disparate databases.
- Identify and categorize relationships between and within entities that are transitive, hidden or not obvious.
- Identify and resolve linking discrepancies due to phonetics or string distance.
- Scrub massive patient and provider datasets to remove redundancies and identify duplicate records.
- Reduce costs by removing the need to process and store redundant information.

LexisNexis® Risk Solutions can help minimize the exposure of sensitive data, as well as resolve, match and manage patient and member identities more accurately, consistently and securely.

### Proprietary linking for improved precision

LexisNexis utilizes a proprietary and patented method of linking and clustering records.

Our linking technology uses an iterative approach to gather and compare all of the data about a specific individual. The process labels each record in a data set with a unique identifier that corresponds to the individual to which it belongs. Our referential data is leveraged to augment individual records so that seemingly unrelated records can be linked. In addition, sophisticated matching capabilities account for fuzzy matching or variations in the way that data is represented.

Unlike competitors that rely on probabilistic or string-based approaches, the foundations of our linking technology are statistically-based and the linking process is dynamic, which means that identity profiles are continuously validated and updated as new data sets and records are ingested.

## LexisNexis® LexID®: An alternative, unique identifier for added security

After determining which records belong together, we assign a unique identifier, known as a LexID, that ultimately links the records to a specific individual. A LexID is more secure and unique than a Social Security Number identification system since it can't be traced back to the individual. For health care businesses that need to avoid the identity theft risks associated with storing sensitive information, LexID can replace sensitive data like Social Security Numbers without degrading critical operational processes like patient matching.

### LexisNexis LexID and linking technology work together.

Our proprietary linking technology analyzes records from disparate data sources and ultimately links together records common to a single individual.

A unique identifier (LexID) is assigned to these records and acts as the linking agent for all data points associated with a specific individual.

The LexID number is a non-SSN dependent identifier. This significantly mitigates the risk of exposing consumers' personal information.



### Deep data assets for a clearer identity picture

Another important component of the identity management equation is the unparalleled access to a massive data repository that LexisNexis Risk Solutions uniquely provides.

LexisNexis databases not only contain historical identity information for all U.S. adult consumers, but are refreshed monthly with more than 80 million new records from credit bureaus, utilities, phone directories, college directories, law enforcement and many other sources. Proprietary linking capabilities from LexisNexis draw from these vast data sources to help trace and monitor how identities are formed and change over time. It's simple: as more and more data about an individual

is amassed and linked to a LexID, the understanding of who that person is becomes more complete and accurate.

Here's why no other data provider can compare to LexisNexis:

- LexisNexis maintains more data than anyone else in the industry—65 billion public and proprietary records from 10,000+ sources.
- LexisNexis can instantly verify and connect more than 276 million U.S. consumer identities using our proprietary linking methods.
- The scope of the LexisNexis data footprint combined with our proprietary linking capabilities offers tremendous insights into both normal and suspicious identity activity.

For more information, call 866.396.7703 or visit  
[lexisnexis.com/risk/health-care](https://lexisnexis.com/risk/health-care)



Health Care

#### About LexisNexis Risk Solutions

LexisNexis Risk Solutions ([www.lexisnexis.com/risk](http://www.lexisnexis.com/risk)) is a leader in providing essential information that helps customers across all industries and government assess, predict and manage risk. Combining cutting-edge technology, unique data and advanced analytics, LexisNexis Risk Solutions provides products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

Our health care solutions combine proprietary analytics, science and technology with the industry's leading sources of provider, member, claims and public records information to improve cost savings, health outcomes, data quality, compliance and exposure to fraud, waste and abuse.

LexisNexis® LexID® is not provided by a "consumer reporting agency," 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. Accordingly, LexisNexis® LexID® may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another permissible purpose under the FCRA. Due to the nature and origin of public record information, the public records and commercially available data sources used in reports may contain errors. LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Copyright © 2017 LexisNexis. All rights reserved. NXR11102-01-0117-EN-US