

Solving the Identity Crisis: Whole Person Insights for an Effortless Patient Journey

High-quality data is vital for informed decision making, good health outcomes and an excellent patient and member experience.

Mistaken identities and unmatched records can have serious consequences, **accounting for 70% of adverse outcomes**.¹



Misdiagnosis and treatment delays



Medication errors



Adverse outcomes



Patient frustration and mistrust

Sophia's Healthcare Journey

Meet Sophia, a fictional patient. Due to a lack of a comprehensive record of information for her, which was exacerbated by a geographic relocation, Sophia encountered numerous obstacles throughout her healthcare journey. These problems included a missed diagnosis, care delays and a near-adverse event.



Missed Care Management Opportunity

When Sophia switched health plans, the new plan lacked information about her prediabetes status and failed to connect her to a lifestyle program that could have prevented the progression to type 2 diabetes.



Care Delays

Without access to Sophia's complete medical history and previous diabetes treatment plan, her new primary care doctor spent valuable time adjusting and optimizing her medications.



Identity Mix-up

With two people in the system with the same name, Sophia's new pharmacy sent notifications to the wrong person that her prescription was ready, causing her to miss doses of her diabetes medication.



Medication Error

Following an urgent care visit and a scheduled surgery, Sophia received prescriptions for opioids from different prescribers, which could have led to an adverse event.

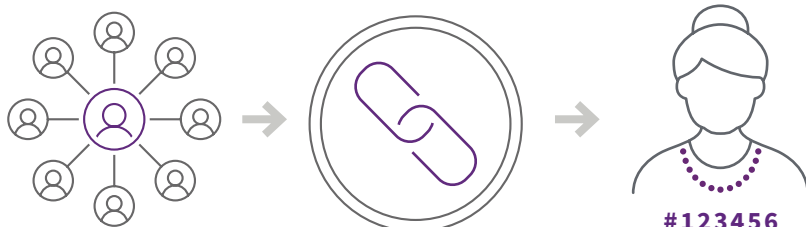
As Sophia's story illustrates, lack of a comprehensive record of information creates obstacles for consumers and healthcare organizations alike.

A Better Patient Journey

Healthcare organizations can explore three avenues to better understand a person's whole healthcare journey and improve their experience.

1

Link Patient Records and Improve Interoperability



Proprietary linking technology analyzes records from disparate data sources and links together records common to a single individual. A non-SSN-dependent unique identifier is assigned to these records and acts as the linking agent for all data points.

2

Enrich Patient Data to Kickstart Engagement Efforts



Effortlessly enrich patient records with information from diverse data sources, ensuring your teams always have current contact information for outreach and engagement efforts.

3

Create a Superior Digital Experience and Safeguard Health Data



Flexible, customizable identity verification tools let your organization automatically personalize the level of authentication based on relevant risk signals and identity intelligence, while minimizing friction for your users.

Are you ready to rethink your approach to record-matching, profile enrichment and identity verification?

An effortless patient journey relies on access to reliable data and the ability to integrate it into your workflows. By prioritizing data quality and identity management, your patients and members benefit from:

- Smoother care transitions
- More precise engagement and communication
- More secure, effortless digital interactions

Read our latest ebook to understand the ripple effects of poor data quality and how LexisNexis® Risk Solutions can address these challenges.

About LexisNexis® Risk Solutions

LexisNexis® Risk Solutions harnesses the power of data, sophisticated analytics platforms and technology solutions to provide insights that help businesses across multiple industries and governmental entities reduce risk and improve decisions to benefit people around the globe. 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.

¹ <https://patientidnow.org/wp-content/uploads/2022/11/PIDN-Research-Findings-Final.pdf>

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