

Improving Outcomes with Data

How access to whole person insights can enhance care, bolster operations and streamline the patient experience.



Today's patients engage with their care in a range of settings — at the pharmacy, through a care coordinator, via telemedicine and at a health system. And data plays a pivotal role in maximizing outcomes.

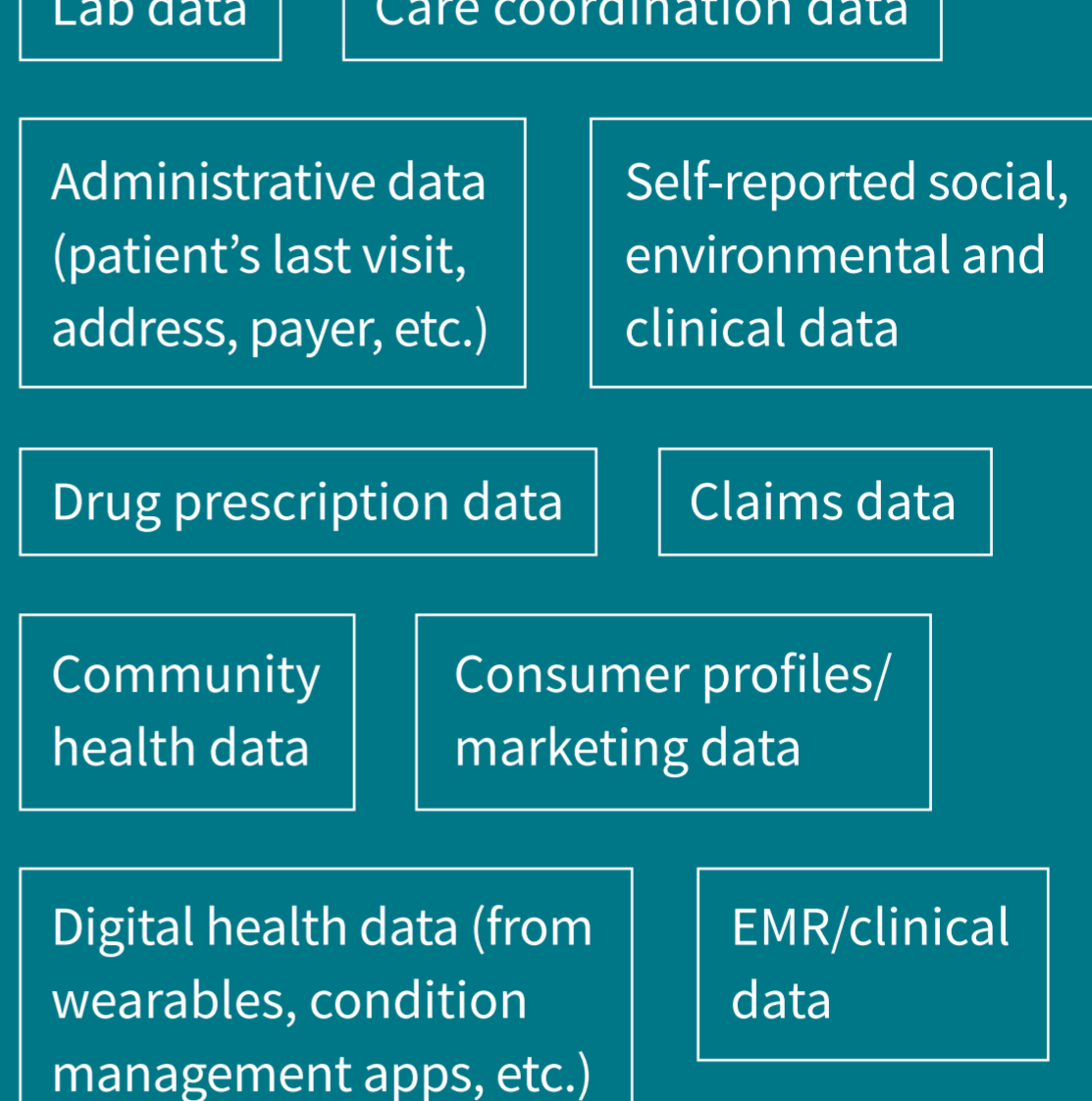
Healthcare organizations have access to more patient data than ever. But leveraging it effectively remains a challenge.

Legacy data storage solutions are often siloed, leading to:

- Duplicate records across different systems
- Inconsistent or outdated patient data

As a result, healthcare organizations have little to no ability to access whole patient data: a holistic profile of a patients' unique medical history, consumer preferences and health journey.

TYPES OF PATIENT DATA:



Next-generation data aggregation and linking can help

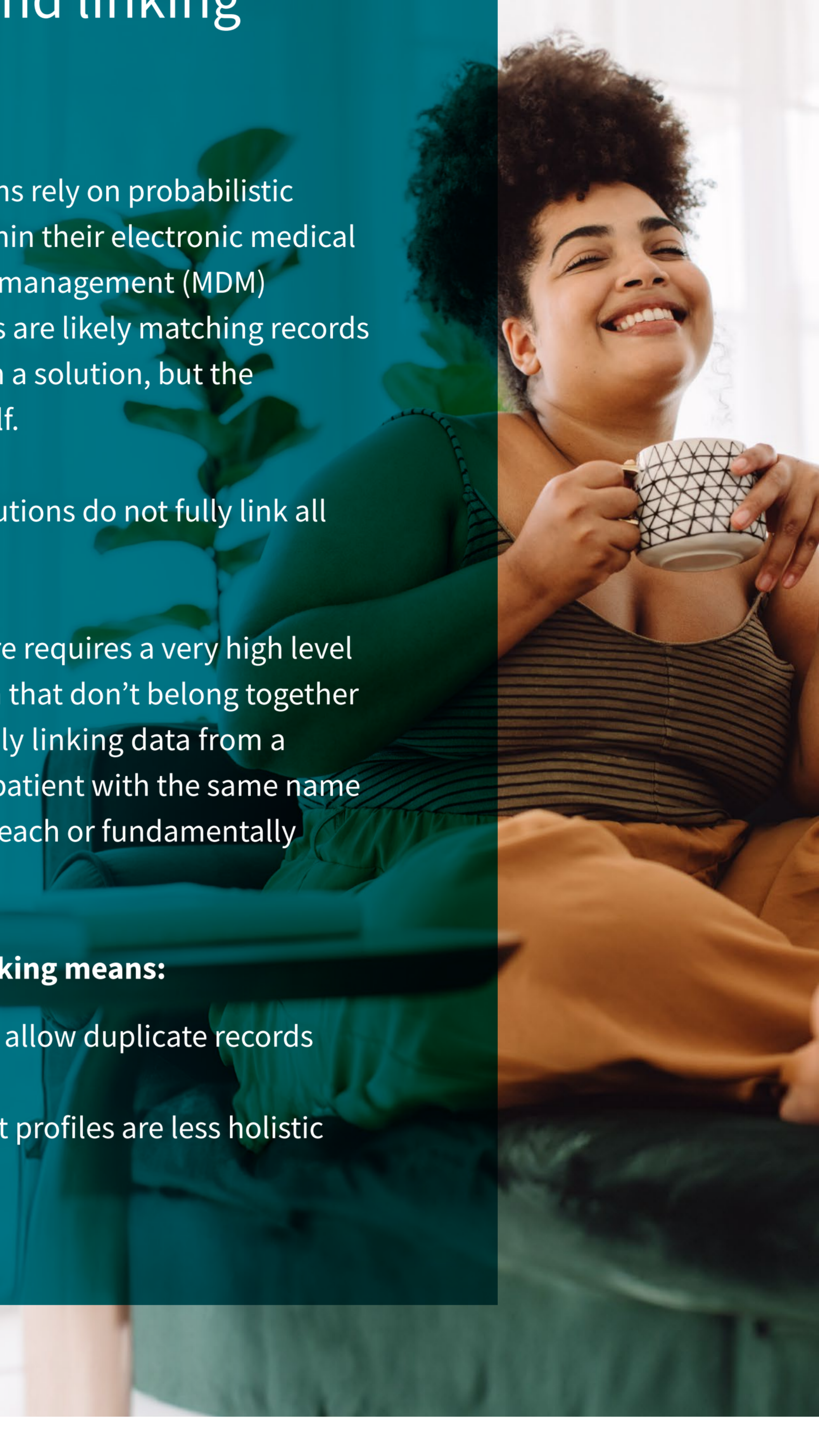
Today, many organizations rely on probabilistic matching algorithms within their electronic medical records and master data management (MDM) solutions. The algorithms are likely matching records as well as they can within a solution, but the limitation is the data itself.

However, many MDM solutions do not fully link all related patient data.

This is because healthcare requires a very high level of precision. Linking data that don't belong together — for example, mistakenly linking data from a pediatric and an elderly patient with the same name — can create a privacy breach or fundamentally impact a patient's care.

However, this under-linking means:

- Minor discrepancies allow duplicate records to persist.
- The resulting patient profiles are less holistic than they could be.



What's more, master records created by probabilistic matching are only as strong as the quality of the organization's data

Probabilistic matching also relies on data within the four walls of the organization — which, in healthcare, is often fragmented or out-of-date.

That's why switching to referential matching through a trusted data partner is critical for better patient care and meeting regulatory requirements.

Referential data matching with a single token creates a master member identifier that links the right files together for a complete view of a patient's healthcare journey. A sophisticated solution enhances an organization's existing data with information from third-party sources, including health equity and inclusion intelligence, consumer behavior intelligence, geography and environment and more. The ability to process and link disparate datasets helps an organization stay on top of constantly changing identity information.

This allows users to link all health, consumer and other patient data to the correct patient, and create a more comprehensive view of each patient to allow for higher levels of precision.

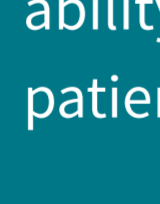
As a result, organizations can:



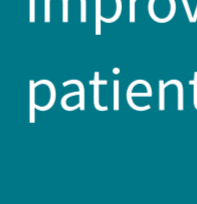
More deeply understand the patient journey, with greater ability to compile longitudinal patient profiles.



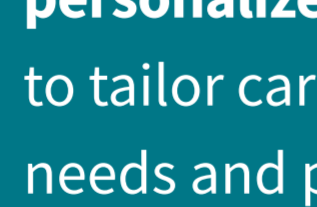
Identify gaps in care to inform health equity initiatives and improve access for underserved patient populations.



Create a convenient, personalized patient experience, to tailor care to each patients' needs and preferences.



Generate real-world data, with the ability to tokenize and de-identify patient data for HIPAA compliant insights.



Optimize patient outreach, with marketing insights that help healthcare organizations reach the right patient at the right time.

Boost outcomes across your organization with LexisNexis® Risk Solutions

Access to whole person insights helps you meet each patient where they are — and enriching patient data with clinical, social and environmental data from LexisNexis® Risk Solutions can help.

Visit us online to learn more about how LexisNexis® Risk Solutions can help you enhance patient care and meet your operational goals.

[Learn more](#)



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