

TOKENIZATION TECHNOLOGY:  
DO YOU HAVE THE SECURE AND PRECISE  
PATIENT DATA YOU TRULY NEED?



When it comes to tokenization technology, not all are created equal. If you are currently using a tokenization solution or are evaluating the technology available on the market right now, you should spend some time reviewing how it stacks up against the next-generation of smart tokenization offered by LexisNexis<sup>®</sup> Gravitas<sup>™</sup>.

CAPABILITY/CHARACTERISTIC	LEXISNEXIS <sup>®</sup> GRAVITAS <sup>™</sup> SOLUTION	TOKENIZATION SOLUTION FROM	TOKENIZATION SOLUTION FROM
DATA QUALITY			
<b>Elevated Matching Precision:</b> Go beyond the industry standard of probabilistic and deterministic matching, which rely on algorithms and statistics, and instead, leverage referential matching for unparalleled precision to virtually eliminate the possibility of false positives.			
<b>A Single Token Across Disparate Datasets:</b> First-generation tokens often require you to link on only the common fields that exist between datasets to create a probabilistic match. Next-generation referentially-based tokenization affords the ability to utilize the full scope of fields that exist in each respective dataset to maximize precision linking.			
<b>Industry-Leading Core Data Sets:</b> Access to breadth and depth of proprietary data sources – social determinants of health (SDoH), medical claims and mortality data – all tokenized on a single token using patent-pending technology.			
PRIVACY AND SECURITY			
<b>Prioritized and Elevated Data Security:</b> Rely on company heritage and history that is steeped in identity resolution and risk management in regulated industries.  Benefit from a partnership with Karlsgate, a trusted third-party vendor founded specifically to focus on creating solutions for protecting sensitive data. This collaboration combines the legacy of secure data from LexisNexis Risk Solutions with innovative, privacy enhancing data connectivity software from Karlsgate.  This provides a unique solution, combining referentially-matched tokens with a level of privacy and precision previously unknown in the world of de-identified data while allowing you to maintain complete custody and control of your data.			
<b>Expert Certified De-Identified Token:</b> Certified independent experts have validated that the risk of re-identification has been mitigated and determined that the data and tokenization solution meet the thresholds of de-identification under HIPAA. <sup>1</sup>			




1 <https://www.hhs.gov/hipaa/for-professionals/privacy/special-topics/de-identification/index.html>

CAPABILITY/CHARACTERISTIC	LEXISNEXIS <sup>®</sup> GRAVITAS <sup>™</sup> SOLUTION	TOKENIZATION SOLUTION FROM	TOKENIZATION SOLUTION FROM
---------------------------	--	-------------------------------	-------------------------------

DATA ACCESSIBILITY

<b>Access to a Premier Real-World Data Network:</b> An ever-growing network of high-quality data partners strategically curated to provide you with access to an ecosystem of complementary data categories (e.g. utilization, financial, clinical, and patient-level data sets) that can be precisely linked together to paint a more complete picture of a de-identified patient journey.			
<b>Minimized Integrations:</b> Avoid creating multiple custom data integrations or managing multiple tokens which is the current industry standard, as PII/PHI remains in the originators' environment.			
<b>Flexibility With Tokenization-as-a-Service:</b> Flexible and cost-conscious options based on a subscription-as-a-service model vs. a pay-per-use API. Costs stay consistent and predictable.			

COMPANY STABILITY AND INNOVATION

<b>Award-Winning Technology:</b> Recognized technology by industry organizations for novel tech making a difference in healthcare. <sup>2</sup> Together, with Karlsgate, offering an industry-first, integrated, data de-identification solution.			
<b>Industry-Leading Net Promoter Score:</b> The Health Care Business of LexisNexis Risk Solutions is consistently at least 15 points over the average technology company NPS. <sup>3</sup>			
<b>Proven History of Identity and Privacy Experience:</b> Over 40 years of experience with identity, privacy and security in highly regulated industries.			

DISCOVER THE POSSIBILITIES OF NEXT-GENERATION TOKENIZATION TODAY.  
[VISIT RISK.LEXISNEXIS.COM/GRAVITAS](https://risk.lexisnexis.com/gravitas)

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 and analytics for professional and business customers. For more information, please visit [www.risk.lexisnexis.com](https://www.risk.lexisnexis.com) and [www.relx.com](https://www.relx.com).

2 <https://risk.lexisnexis.com/about-us/press-room/press-release/20220517-medtech-breakthrough-award>

3 <https://www.surveymonkey.com/curiosity/what-is-a-good-net-promoter-score/>

LexisNexis Gravitas, Gravitas Token, and Gravitas Core provided by LexisNexis Risk Solutions is not provided by "consumer reporting agencies" as that term is defined in the 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. LexisNexis Gravitas 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 and 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. © 2022 LexisNexis Risk Solutions. NXR15574-00-0722-EN-US