

WHITE PAPER

Patient and member identity intelligence: A healthy dose of identity data, analytics and security for pharmacy

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In healthcare today, it's not just who you know, it's what you know about them. Identity matters, and identity intelligence is at the center of it all—providing pharmacy with insights required to protect health data, optimize health outcomes and patient safety, minimize costs and, in general, manage all the covered lives that are part of the healthcare system. Along with pharmacy and medical data, socioeconomic and demographic details about patients and members are the building blocks of identity intelligence, and ongoing access to updated data is critical to success in pharmacy.

### As a Pharmacy Benefit Manager (PBM), specialty pharmacy or retail pharmacy:

- Do you know your patients and members? Are you able to verify they are who they claim to be every time there is a transaction?
- Are you confident you can match all your prescription and other records back to the right patient every time? Do you have a sophisticated system for assigning a universal patient identifier?

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Identity checks are the first step to success. The next step is elevating identity management to identity intelligence.

- Are you able to support your patients throughout the changes in their lives? Do you have all their latest contact information, such as after a move?
- Do you understand their social determinants of health and how they can impact their adherence and other health outcomes?

A comprehensive, integrated approach to managing patient and member identities is critical to successfully executing pharmacy's central role in healthcare. Pharmacy organizations must integrate new patients and members, minimize exposure to identity-related risks and improve health outcomes by managing compliance. To do so, pharmacy must strive for identity intelligence by leveraging data from traditional and brand-new sources and turning that data into actionable information with precision analytics.

## Increasing demand for medication and expansion into services offers opportunities

This is an era of the kind of chaos-creating structural change in healthcare that propels some organizations to the top—the ones that manage the challenges and turn them to their advantage—and sends others scrambling for solutions. The pace of pharmaceutical discovery keeps increasing and there are more drugs available to treat more conditions than ever before. In addition, the consumer market for pharmaceuticals continues to grow; the more people who have health insurance, the more who will have affordable access to prescription medication.

Medication is only part of the picture because services are now provided at pharmacies that have a greater impact than ever on overall health. Customized daily medication packaging, wellness programs, 24-hour live chat programs, a wider range of immunizations and injections, onsite clinics, self-tracking kiosks and integration of self-tracking devices for activity level, blood pressure, weight and body mass index are just some of the items on the growing list of services available today.<sup>1</sup> As pm360online.com noted, “Today’s pharmacies are offering expanded healthcare services and are ideal locations to raise disease awareness and deliver educational information. They are becoming destinations for consumers seeking healthcare solutions.”<sup>2</sup>

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## Managing privacy and access to information

There exists great opportunity for pharmacy as it pivots to a stronger position as a healthcare services provider and increases its clinical role, but only if PBMs, specialty pharmacies and retail pharmacies can keep track of all the covered lives and verify their identities each time they access a healthcare system or otherwise seek service.

Privacy issues loom larger than ever. The pharmacy sector must reach new and existing members and patients, and manage their medications without revealing inappropriate information to outside sources; that’s especially challenging when enrolling patients and members in programs like patient portals that face strict rules for using Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA). Medical identity theft is the fastest-growing type of identity theft, at 22% annually, and 64% of patients cite privacy issues as a key concern when accessing health information online. The numbers also reveal that

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21% of patients withhold information from doctors out of concerns over data security; maybe that's because medical identity theft victims pay an average of \$13,500 to resolve the situation.<sup>3</sup>

The penalties for inappropriate use of patient information, whether that's accidentally allowing unauthorized access to patient data, simply misidentifying and thus miscommunicating with a plan member or outright illegal use of PHI, are increasing in number and in severity. Constantly

refreshed identity data coupled with sophisticated patient matching and linking technology provide the solution: They help pharmacy organizations validate members' and patients' identities to secure their privacy and protect the specialty pharmacy, retail pharmacy or PBM from the fallout from privacy-related missteps.

### **Mobility makes identity management more difficult**

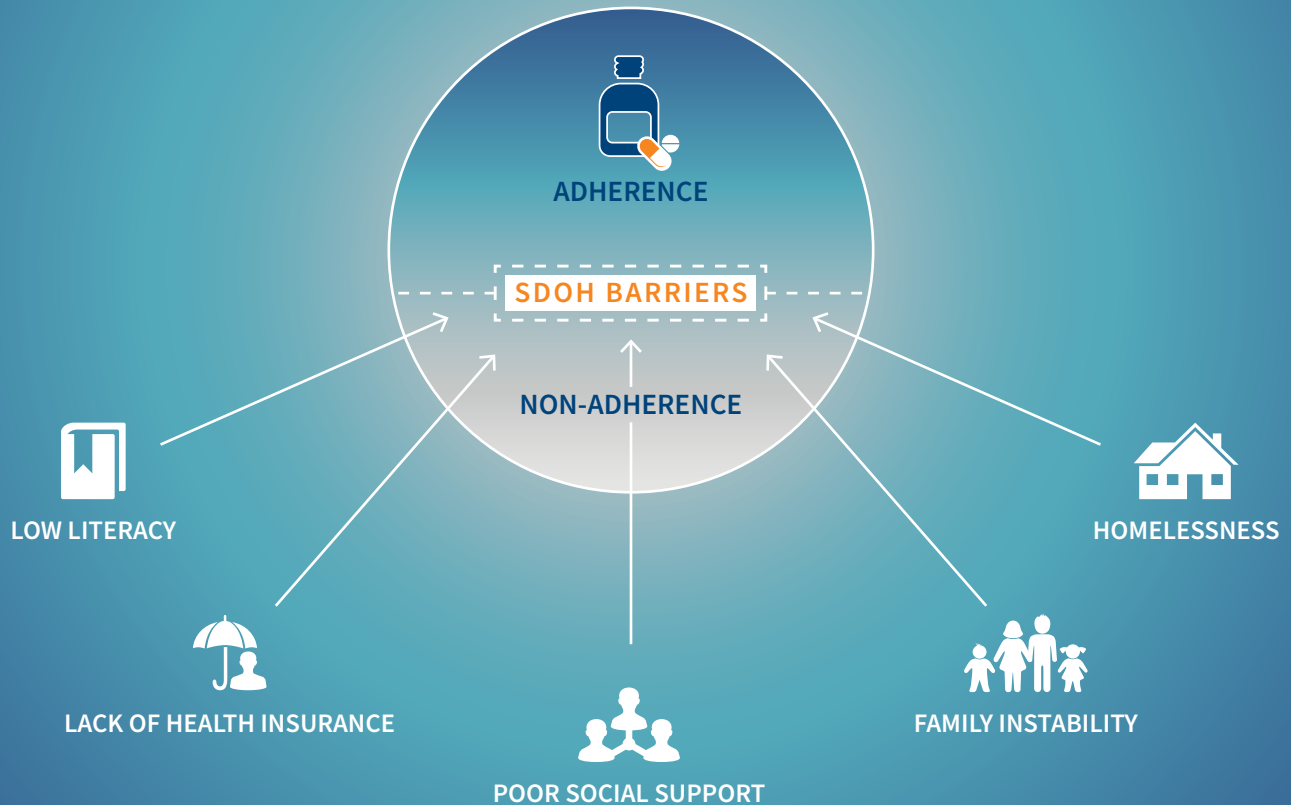
The mandate to protect patient and member privacy is complicated by the fact that patients move, and marry, and do things like sign some documents "John Q. Public" and others "J.Q. Public." Knowing where all those patients and members are and how to contact them allows pharmacy organizations to keep track of patient populations and saves money and time on correspondence campaigns. Returned mail drags down operations and wastes valuable resources, including charges from the U.S. Postal Service, so smart pharmacies and PBMs use carefully managed member demographic data to better communicate.

That helps in another key area, too. Right now, a huge majority of healthcare organizations still rely on direct mail outreach to improve adherence, which is a potential problem with patients or members who are hard to track down.<sup>4</sup> Easy access to well-managed and maintained contact information on patients and members makes patient engagement more effective, and that's the key to driving better medication adherence and outcomes.

### **Without adherence, even the best care management efforts fail**

With the overall shift to value-based care in the healthcare market driven by government regulations and consumer demand, pharmacy must be able to determine the members who need help, weigh their motivation to change and then provide them with the tools they need to do so. Social determinants of health (SDOH), including information on relatives and associates, assets, trends over time, neighborhood and household characteristics and more, can be utilized to improve care management and risk stratification activities. SDOH insights can predict who is likely to adhere to their medications and who is motivated to care for their own health. Additionally, and what will be truly transformative, is SDOH can provide insights into the types of barriers individuals have to being adherent so they can be addressed.

Research by the American Society on Aging (ASA) and the American Society of Consultant Pharmacists Foundation (ASCPF) reveals that “low literacy, lack of health insurance coverage, poor social support, family instability and homelessness” are the most consistently listed reasons for non-adherence.<sup>5</sup> Home delivery helps, upping adherence by almost 20%, but you have to know where patients and members live before you can ensure their meds arrive on time—or at all.

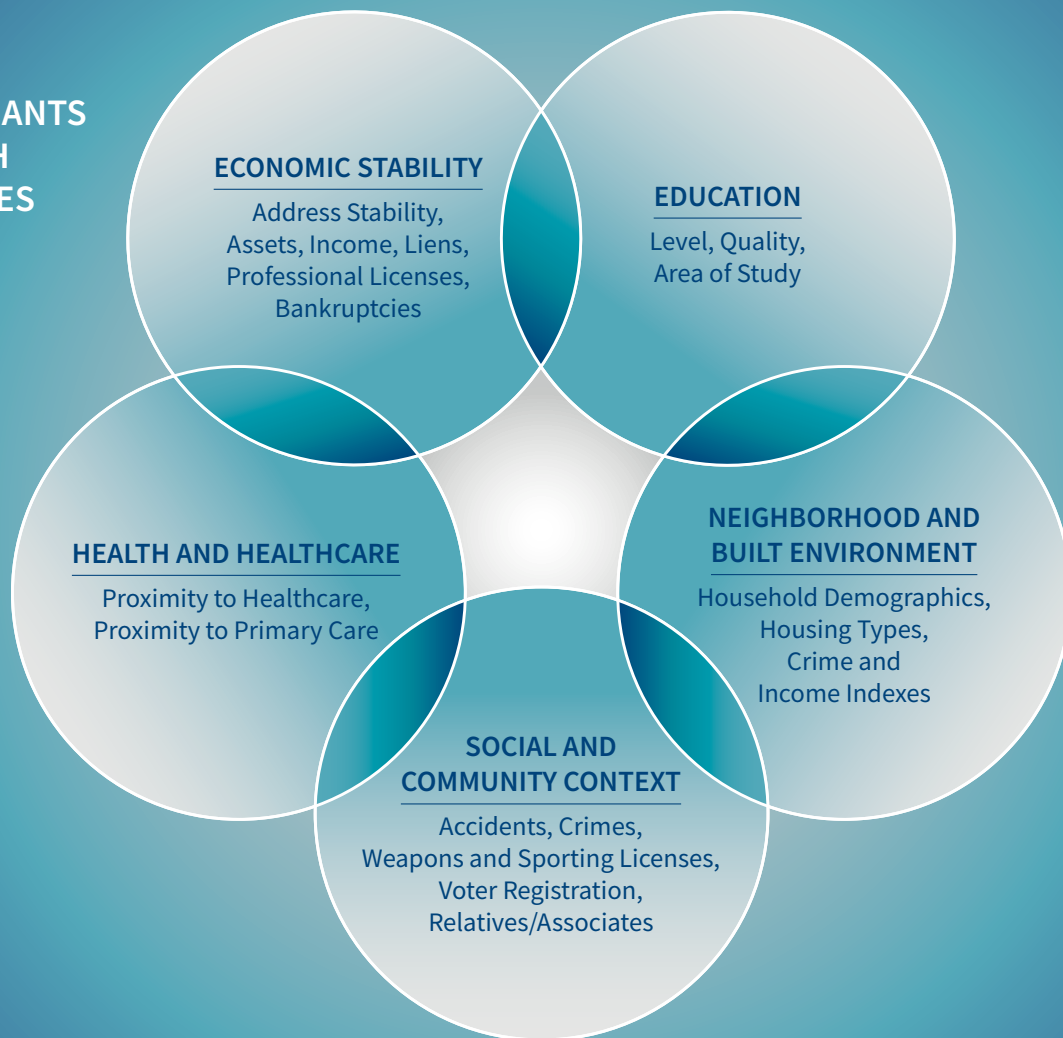


The stakes are simply too high not to make adherence a priority. It’s a key factor in certification from the Electronic Healthcare Network Accreditation Commission (EHNAC) which pharmacy organizations often seek<sup>6</sup>; Healthcare Effectiveness Data and Information Set (HEDIS) measures and the Medicare Star rating system also consider medication adherence rates. Up to 30% of prescriptions are never filled, wasting one dollar out of every nine spent on healthcare<sup>7</sup>; in addition, more than half of people missed a dose in a 12-month survey period and 30% couldn’t remember if they did or didn’t take their medication.<sup>8</sup>

## Traditional data must be enhanced with new sources

Maximizing potential while minimizing risk requires data—lots of it—and not all of it from traditional sources. Knowing what medications patients are taking and whether they'll respond to efforts to improve their compliance allows pharmacy to target its efforts at medication adherence, but prescription history alone often is insufficient. Carefully selected socioeconomic data that's been turned into information with precisely focused analytics can help pharmacy organizations better engage with patients to encourage compliance and improve health outcomes. The addition of updated contact information for patients can help those interventions reach the right person.

### SOCIAL DETERMINANTS OF HEALTH CATEGORIES



Pharmacy is starting to realize the need for data to help better know patients and members. In a recent study, not even 10% of health plans were using analytics to identify the need for adherence-related interventions, but well over half said they planned to in the future. That could be a factor in that just 67% view their medication adherence efforts as “moderately effective.”<sup>9</sup>

## The tools that specialty pharmacies, retail pharmacies and PBMs need

The LexisNexis® Health Care Identity Intelligence Suite features patient- and member-focused tools for better validation, communication and engagement. It's built on vast stores of data, from approximately 10,000 different sources of proprietary and public data, and predictive analytics tools designed to solve the problems pharmacy faces.



**Identity Checks** facilitate the authentication, verification and resolution of identities engaging with an organization; helping to provide information security, identify possible identity theft risks and compliance issues, and allow for point-of-need identity information searches. That's accomplished with tools such as TrueID®, Device Assessment®, OneTime® Password, InstantID® Q&A, Instant Verify, Bridger Insight® XG and Accurint® for Health Care. The LexID® also provides a sophisticated approach to applying a universal identifier so each record and transaction can be appropriately linked to the right patient.

**Identity Management** tools leverage a systematic approach to maintaining, enhancing and augmenting member and patient identity profiles with current contact and demographic information such as updated addresses, phone numbers, emails and deceased flags. The main product is MemberPoint®. A variety of custom data outputs are available.

**Identity Insights** help customers better understand individuals and their social determinants of health, so they can predict who needs help, positively impact patient engagement and improve medication adherence by leveraging unique socioeconomic factors and analytics. Specific solutions include Socioeconomic Health Attributes and Socioeconomic Health Scores.

## Challenges present opportunities

The environment that specialty pharmacies, retail pharmacies and PBMs operate in will only get more complicated; at the same time, opportunities for pharmacy to participate in patients' health will continue to increase. Pharmacy organizations should act now to gain access to the data and analytics they'll need to protect privacy, prevent identity theft, meet compliance requirements, deliver messaging to the intended recipients, up patient engagement and boost medication adherence and overall outcomes. It's a matter of survival and an opportunity to excel, and all it takes is the right partner to make it happen.

For more information, call 866.396.7703 or visit  
[risk.lexisnexis.com/healthcare](http://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 Group (LSE: REL/NYSE: RELX), a global provider of information and analytics for professional and business customers across industries. RELX is a FTSE 100 company and is based in London. For more information, please visit [www.risk.lexisnexis.com](http://www.risk.lexisnexis.com) and [www.relx.com](http://www.relx.com).

Our healthcare 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.

<sup>1</sup> <http://www.consumerreports.org/cro/2014/08/new-pharmacy-services/index.htm>

<sup>2</sup> <https://www.pm360online.com/the-pharmacies-new-role-in-providing-healthcare-services/>

<sup>3</sup> <http://www.experian.com/healthcare/patient-portal-security-authentication-id-proofing.html>

<sup>4</sup> <http://aishealth.com/archive/ndbn082214-04>

<sup>5</sup> <http://learning.rxassist.org/adult-medication-improving-medication-adherence-older-adults-asa-ascpf>

<sup>6</sup> <https://ehrintelligence.com/news/how-can-predictive-analytics-improve-medication-adherence>

<sup>7</sup> <http://lab.express-scripts.com/lab/insights/adherence/the-high-price-of-low-adherence-to-medication>

<sup>8</sup> [http://www.ncpa.co/adherence/AdherenceReportCard\\_Full.pdf](http://www.ncpa.co/adherence/AdherenceReportCard_Full.pdf)

<sup>9</sup> <http://allazohealth.com/mco-adherence-study>

Identity Intelligence Suite provided by LexisNexis 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. Identity Intelligence Suite 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. Copyright © 2018 LexisNexis. All rights reserved. NXR11437-01-0518-EN-US