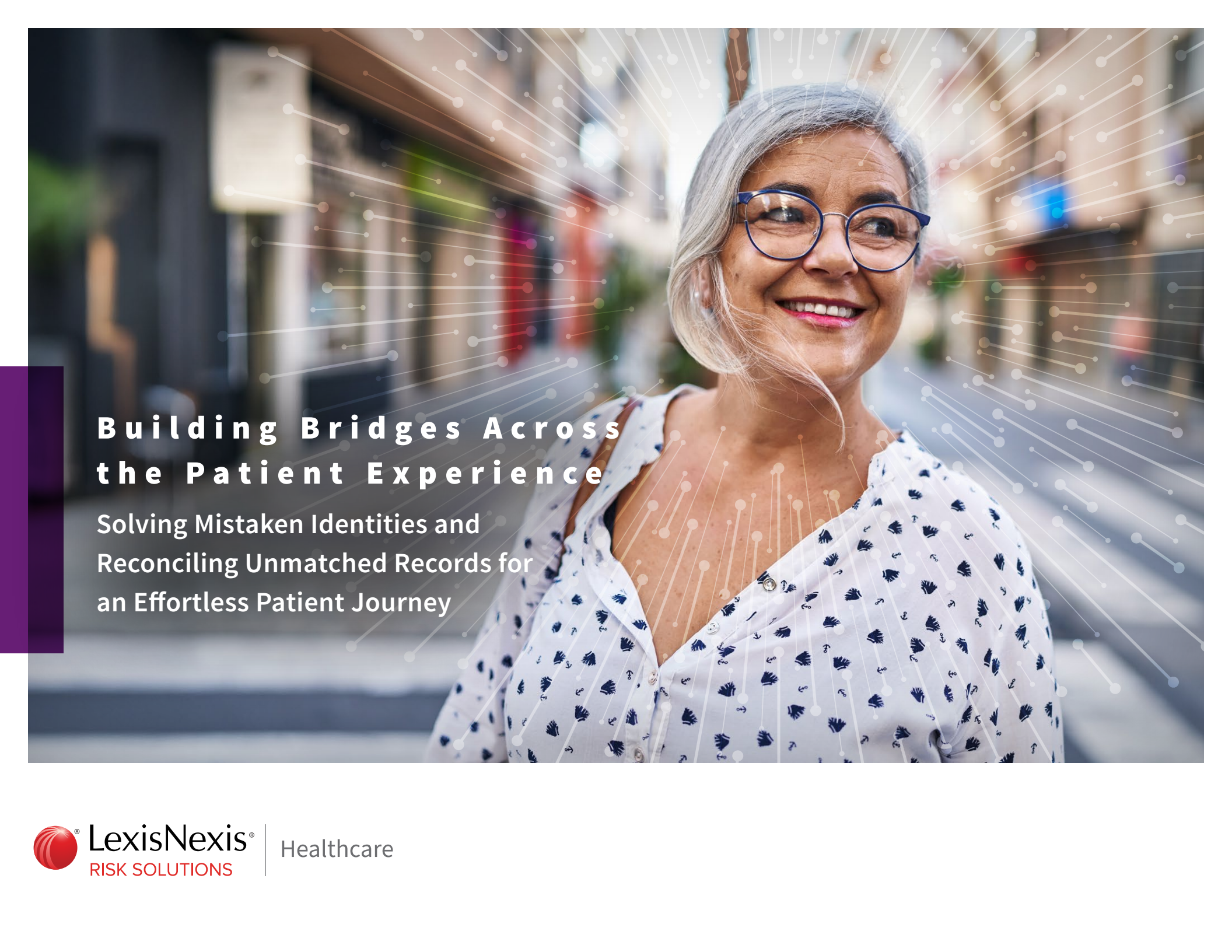




Building Bridges Across the Patient Experience

Solving Mistaken Identities and
Reconciling Unmatched Records for
an Effortless Patient Journey



Introduction

Imagine if your credit score had a roughly one-in-five chance of being inaccurate, with late payments for loans you never took out or credit limits incorrectly listed. An erroneous credit report could lead to denied loan applications, increased interest rates and difficulty securing housing and employment.

Furious consumers would demand a more accurate, secure and verifiable record-keeping system. But poor patient and member data quality continues to plague the healthcare system, even with people's health and lives at stake.

- **Within an organization, one out of every five patients may not be matched to all their records.** Match rates between organizations are often much lower.¹
- **An estimated 33% of all denied claims** result from inaccurate patient identification or incorrect information.²

Low-quality patient and member demographic data is a glaring weakness in our healthcare system. Disparate data sources, poor data management and maintenance, inadequate electronic health records (EHRs) and a lack of interoperability all contribute to the problem.

Poor Patient and Member Data Quality Erodes Trust

Patient and member demographic data quality problems have profound implications on health outcomes, safety, satisfaction and experience. Poor data quality can lead to delayed diagnoses, inappropriate treatments and unnecessary medical tests, causing frustration and confusion for patients, members and their loved ones.

In a world where consumers can publicly express dissatisfaction on social media platforms, even a few negative reviews can damage your reputation. And to the extent that they have a choice, dissatisfied consumers will take their business to someone they trust.



Next, you'll read about Sophia, a fictional patient. We share the many obstacles she faced throughout her healthcare journey, including a missed diagnosis, care delays and an identity mix-up, due to a lack of a comprehensive record of information for her.



Sophia Martinez's Story: A Healthcare Data Reconciliation Crisis

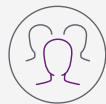
Sophia, a 58-year-old teacher, recently relocated from Chicago to Phoenix to be closer to her daughter. She has been living with type 2 diabetes for five years. After a car accident last year, she also suffers from chronic back pain.



When Sophia switched health plans several years ago, the plan lacked critical data showing her progression from prediabetes to type 2 diabetes due to inconsistent data formatting. As a result, her health plan failed to connect her with a prediabetes lifestyle program that could have helped her lose weight and lower her A1C.



Sophia's new primary care doctor in Phoenix lacked access to her complete health history and previous diabetes treatment plan. Without the full picture of Sophia's current medications, dosages and past medication changes, her provider spent valuable time adjusting and optimizing her medications.



To make matters worse, Sophia's new pharmacy had two people in its system named "Sophia Martinez." The pharmacy sent text notifications that Sophia's prescription was ready to the wrong person, causing her to miss a few doses of her diabetes medication.



When a degenerative rotator cuff tear began interfering with Sophia's sleep and activities of daily living, she underwent surgery. Sophia's surgeon prescribed an opioid to manage post-operative pain. A few days later, she was coming down the stairs in her home and missed the last step, resulting in two broken metatarsals. The urgent care center immobilized Sophia's foot and prescribed pain medication.



Sophia's daughter checked in on her later that day. After reviewing Sophia's medications, her daughter discovered that two different providers had prescribed opioids to Sophia in the span of a few days on top of the COX-2 inhibitor for her chronic back pain.



Sophia attempted to log in to her portal to message her primary care doctor about the multiple pain medications. However, a burdensome authentication process prevented her from logging in. Sophia and her daughter resorted to calling the office and leaving a message.

High-Quality Care Requires High-Quality Data

As Sophia's story illustrates, high-quality data is critical for informed decision-making, enhanced care quality and an excellent patient experience. Therefore, understanding the key dimensions of data quality is essential.



Accuracy

Accurate healthcare data directly impacts patient safety and treatment outcomes. Even minor inaccuracies, such as incorrect dosage information, a misspelled patient name or a wrong phone number, can have serious consequences.



Completeness

All relevant and essential information about a patient or member must be documented and available. Missing data can hinder healthcare organizations from obtaining a holistic view of a person's medical history, potentially leading to missed diagnoses, dangerous drug interactions and inadequate treatment decisions.



Consistency

Data must be uniform across different records and health information systems across the healthcare ecosystem. Inconsistent data, such as conflicting patient histories, treatment plans and medical records, creates confusion among healthcare professionals and poses risks to patient safety.



Timeliness

Timely data is essential for real-time healthcare decision-making. Prompt access to current patient and member data allows healthcare professionals to respond to changing patient conditions and support appropriate and timely interventions.

Sophia's journey:



Sophia's pharmacy had two Sophia Martinez's in its system. Without a way to link records to the correct person by establishing unique identifiers for each, Sophia didn't receive important text alerts that her prescription was ready, causing a three-day lapse in her diabetes medication regimen.

Lacking a comprehensive view of Sophia's current medications and health history, three separate providers prescribed pain medication in isolation. Because Sophia had the prescriptions filled at three different pharmacies, the pharmacists didn't catch the multiple pain medications at the point of dispensing. Taking two opioids and a COX-2 inhibitor could have led to a fatal drug interaction.

Due to inconsistencies in how various providers recorded Sophia's blood sugar tests, her health plan failed to flag the progression of her rising fasting glucose levels. This oversight resulted in a missed opportunity to enroll Sophia in a care management program to reduce her risk of diabetes.

Because of the delay in receiving prior health records and diabetes treatment plan, Sophia's new primary care doctor spent valuable time adjusting her medications, potentially destabilizing her blood glucose levels.

Easing Sophia's Healthcare Journey with Whole-Person Insights and Seamless Identity Verification

With the right data and insights, Sophia's healthcare team can better support her needs, creating a streamlined patient experience.



When Sophia's health plan sees her A1C levels trending upward, it enrolls her in a digital lifestyle program to help her lose weight and reduce her blood glucose levels.



Sophia moves from Chicago to Phoenix. Her new primary care provider seamlessly views her health history and diabetes treatment plan, ensuring uninterrupted management of her condition.



Sophia's pharmacy has technology that creates unique identifiers for each person in its system, ensuring records are matched to the correct person.



Following shoulder surgery, Sophia's surgeon has access to a complete list of medications she is taking so the right pain medication can be prescribed.



When treating her broken toes, the urgent care center is aware that Sophia is already taking an opioid for pain management. The provider does not prescribe additional medication.



Sophia can quickly and easily log into her portal to message her physician without navigating a complicated authentication process.

Overcoming Data Quality Barriers for an Effortless Patient Journey

So, what can healthcare organizations do to better understand a person's whole healthcare journey and improve their experience? Here are three recommendations to transform the patient and member experience through data and insights.



**Get a comprehensive
view of your patients
and members**



**Augment patients'
and members'
demographic profiles**



**Create a superior
digital experience**



Get a Comprehensive View of Your Patients and Members for Better Identity Management

Today's patient and member data is housed across disparate hospital, clinic and laboratory systems and contains missing, incorrect and duplicate information. As Sophia's healthcare journey revealed, poor data reconciliation can create obstacles that negatively impact the patient experience.

To overcome these challenges, organizations should look for solutions that link patient records and improve interoperability:

- **Reconcile disparate data with referential matching.** Choose technology that uses referential matching, which uses the data at hand plus records from hundreds of disparate data sources, including clinical, laboratory and wearable device data, to link together records common to a single individual. Referential matching is more sophisticated than probabilistic matching, which uses business rules or algorithms to create likely matches using only the data within an organization.
- **Ensure accuracy with unique identifiers.** Seek a solution that creates a persistent, unique identifier for each individual. These unique IDs allow you to identify duplicate records and match and merge like records. A unique identifier is more secure than a Social Security number identification system, mitigating the risk of exposing an individual's personal information.
- **Enrich demographic data with SDOH.** Ideally, a solution goes beyond demographic data to include information about social determinants of health, such as an individual's living situation and transportation needs, to help drive improved health outcomes.



LexisNexis® LexID®

LexID® proprietary linking technology matches and connects disparate information about an identity and assigns a unique identifier with over 99.99% precision.

Each LexID® profile is continuously updated as new records are ingested, creating a persistent and highly accurate picture that accounts for identity changes over time.

Transform Engagement Efforts by Improving Patient and Member Data

High-quality patient and member data is vital across the healthcare ecosystem, yet the data becomes outdated very quickly.

People relocate and change their names after marriages and divorces. Some people prefer to use nicknames instead of their first name. All demographic data are subject to errors and typos or can be left blank on a form.

Look for a solution that enables you to effortlessly keep up with your patients' and members' changing lives. A solution should:

- **Fill in and augment member profiles** with information from public and proprietary sources.
- **Use a unique identifier** in place of sensitive information like social security numbers.
- **Maintain current information** on highly transient patients and members.



LexisNexis® Keep Contact

Fill in and augment patient and member profiles.

Maintain information on highly transient patients and members.

Reduce returned mail expenses.

Improve effectiveness of clinical outreach with updated contact information.

Support HEDIS/STAR ratings and patient satisfaction.

Enhance the Digital Experience and Safeguard Health Data

As Sophia's story showed, healthcare organizations often frustrate trusted users with burdensome authentication processes when logging into patient portals. When healthcare portals lack the intelligence to identify genuine users, members and patients must often provide cumbersome verification details, making the process complex and time-consuming.

To create a near-frictionless digital user experience:

- **Employ an intelligent user identification approach** that can leverage digital and physical identity attributes.
- **Identify devices with complete profiling of device characteristics**, such as browser, operating system, language and time zone settings.
- **Monitor different aspects of user digital behavior** to set a baseline and pinpoint suspicious patterns.



95% of online activity is genuine, so focus your efforts on instantly recognizing returning users.



Customers who find authentication easy use digital services 10-20% more than frustrated customers.³



Maintain Data Quality and Patient Experience at Every Touch Point

Having access to the right information on the right individual at the right time is essential to providing an outstanding experience for your patients and members. Rethinking your current approach to record-matching, profile enrichment and identity verification is the first step.



If you'd like more information on how you can transform your patient and member experience through data and insights, [contact us](#).

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