



From Interoperability to Insight

How identity resolution drives value for organizations across the healthcare ecosystem

Beyond Connection:

Why Identity Resolution is a Strategic Imperative in Healthcare

Healthcare organizations are navigating a perfect storm. In the face of ever-changing regulatory mandates and increasing operational pressure, new approaches that help support security protocols, unlock competitive advantage and advance strategic initiatives are more important than ever. For most entities, identity has emerged as both a primary obstacle—and a critical opportunity to harness actionable insights they cannot ignore.

New federal initiatives such as the Trusted Exchange Framework and Common Agreement (TEFCA) and the Office of the National Coordinator for Healthcare Information Technology (ONC) interoperability rules are reshaping how health data moves across systems. These frameworks are designed to remove barriers to data exchange by requiring secure, standardized, patient-centric data sharing across organizations. But for TEFCA to succeed, organizations must connect the right data to the right person—securely and accurately.

While FHIR APIs and digital health records improve the sharing of health information, they also exacerbate the challenge of fragmented identities. **With so much information from so many places, how can organizations be sure the data they're leveraging actually belongs to that precise individual?**



Without robust identity resolution capabilities, even the most sophisticated interoperability frameworks fall short. For organizations, that means exposure to risks, such as:

- » Compliance violations and falling behind regulatory changes
- » Inaccurate risk scoring and care coordination
- » Outdated and inaccurate provider information
- » Poor member engagement and operational inefficiencies
- » Delays in clinical research and compromised patient safety

By securely linking records across systems and resolving to a singular identity, optimal identity resolution offers organizations a full picture. It enables healthcare entities to move beyond simply connecting systems, empowering them to act on shared data with confidence.

For organizations across the healthcare ecosystem—health plans, providers, life sciences companies, retail pharmacies, diagnostic laboratories and digital health companies—identity resolution is emerging as a strategic imperative that helps transform organizations from the inside-out by enabling compliance, performance and competitive edge.

One Problem, Many Pressures:

Why Identity
Breaks Down
Across Healthcare



No matter the size, specialty, or business model, every healthcare organization is sharing the same fundamental issue: identity. As data sets grow exponentially, patient choices expand, and regulatory pressures continue to rise, the industry can no longer afford to treat identity as a back-office problem. Hiding in plain sight, it is quickly emerging as the weak link hindering nearly every strategic initiative:

REGULATORY AND COMPLIANCE MANDATES

Identity management is critical to compliance and risk management efforts



From HIPAA audits to TEFCA participation, the ability to confidently connect the right data to the right individual has become a complete necessity. Health plans face Medicare Advantage oversight, providers must meet interoperability mandates, and life sciences firms contend with evolving FDA and global trial requirements. When identity data is incomplete or inaccurate, organizations risk fines, failed audits, and reputation damage.

OPERATIONAL AND FINANCIAL STRAIN

A singular identity supports internal workflows, efficiency and cost savings



Across the entire healthcare ecosystem, margins are razor thin—and shrinking. Hospitals and health systems grapple with resource shortages and high administrative costs. Health plans must reconcile siloed claims, pharmacy, and care management data. Retail pharmacies and diagnostic laboratories face mounting fraud risk and manual reconciliation. Each wasted hour spent cleaning up duplicate records, resolving mismatches, or chasing down missing information drains already limited resources—and further exacerbates other challenges, including burnout, attrition and manual administrative burdens.



Our main goal is to prevent audit risk, to provide as many accurate prescriber records as possible for our stores to use as part of the fulfillment process and to ensure that everything that we fill has accurate data associated with it.”

Lead Director of Network Operations, National Retail Pharmacy Chain



[Our] issue is having so much data—yet not enough useful information. How do we understand where there are under-coded clinical conditions? How do we predict things with more accuracy? From a value-based care perspective, we can design the best programs in the world, but it doesn’t matter if the insights aren’t there.

Chief Technology and Transformation Officer, Multi-State Health System

CLINICAL AND RESEARCH IMPACT

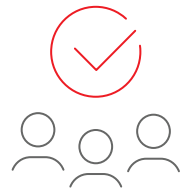
Every future-looking initiative requires an ability to reconcile contextual information, including social drivers of health, mortality and claims data



Inaccurate and / or disparate identity data directly impacts care and innovation. Providers risk safety errors and coordination gaps when relying on fragmented patient records, and researchers depend on clean, verified data to recruit participants and build reliable evidence. Consumer data from wearables is emerging as a new line of insight into health trends and history for clinical care and new research. Life sciences firms cannot afford delays that slow trial progress or compromise regulatory submissions. Without an ability to resolve identity or disparate records, both patient care and progress are jeopardized.

CONSUMER AND MARKET EXPECTATIONS

Leading healthcare organizations win hearts and minds with informed engagement strategies



While other sectors have prioritized the consumer-experience, healthcare has lagged. Still, patients and members are customers, too, and they expect personalized, digital-first engagement that mirrors their experience across other industry transactions. When outreach is misdirected, provider directories are inaccurate, or digital front doors fail to recognize returning users, trust—and satisfaction—erodes. In a competitive landscape where every interaction is an opportunity, precise and personalized engagement is paramount.

Across sectors and strategies, identity fragmentation emerges as a common thread undermining performance. Even when organizations invest heavily in interoperability tools, APIs or digital engagement platforms, their efforts are impacted without a reliable foundation of identity to inform them.

Moving from Fragmentation to Foundation:

The Core Elements of a Modern Identity Strategy

While challenges associated with identity fragmentation manifest differently across sectors, the good news is that there is a standard set of best practices that help organizations of all shapes and sizes resolve it.

At its core, a modern identity strategy must be designed to operate across organizational boundaries, adapt to change over time and meet rising expectations for privacy and policy compliance. All healthcare organizations looking to advance their identity strategies should focus on five foundational elements:

1 A PERSON-CENTRIC, PERSISTENT IDENTIFIER

If nothing else, healthcare data is dynamic. While the person at the heart of any record is always unique, his or her referring information is constantly being rewritten: name changes, address moves and life events that occur repeatedly over years or decades.

For this reason, temporary record matches will never be sufficient. For a sustainable approach, a longitudinal identifier is necessary. This stable, persistent ID is resilient to change and can be used to continuously update and link records across systems and time, ensuring that the new data always connects back to the right individual.

2 REFERENTIAL INTELLIGENCE THAT GOES BEYOND INTERNAL RECORDS

No one organization holds a complete view of any individual. Effective identity resolution requires drawing from large, authoritative and multi-source datasets with the right data points, including historical addresses, social and behavioral linkages and external reference data. This referential layer provides the necessary insights to resolve incomplete or inconsistent records, and to better capture populations that are traditionally difficult to match.

3 SCALABLE, CROSS-SECTOR REACH

Healthcare is increasingly interconnected. The nexus points between care delivery, research, engagement, diagnostics and even retail health are rapidly expanding. In this environment, identity must extend beyond any singular sector or enterprise.

For organizations looking to advance their identity management strategy, a cross-sector identity framework is a necessary next step. Solutions that rely on robust datasets connected by a trusted linking engine ensure that records are resolved accurately and consistently across diverse data environments without being confined to organizational silos.

4 **PROBABILISTIC AND PRECISION LINKING**

Rule-based or deterministic systems often fail when faced with missing or conflicting fields. Probabilistic linking approaches help sidestep this challenge by leveraging statistical modeling and real-world applications to assign confidence scores and account for variation. When combined with precision linking techniques, these methods better reflect the inherent complexity of healthcare data and deliver more accurate results every time.

5 **PRIVACY- AND POLICY-ALIGNED INFRASTRUCTURE**

Identity management is so much more than a technical exercise—it plays a critical role in organizational compliance and trust. Any modern identity strategy must be designed to align with ever-changing regulatory mandates and consent frameworks, including HIPAA, ONC rules and emerging interoperability requirements. To meet these ever-changing requirements means adopting privacy-aware architectures, supporting auditable workflows and ensuring adaptability as policy landscapes evolve.



As a framework, these five elements ensure optimal identity resolution becomes a critical enabler of enterprise-wide goals. Together, they help establish a stable, resilient foundation on which healthcare organizations can build more accurate risk models, safer care coordination, stronger research, more secure interactions and more meaningful patient and member engagement.

Putting Identity First:

A Practical Framework for Action

While an identity strategy may seem relatively straightforward on paper, putting it into practice is something else entirely. Facing different operational realities, healthcare organizations vary widely in how they begin, prioritize and sustain this work. Yet, across all these diverse settings, establishing a structured, outcomes-focused approach is key; without it, even the most well-designed identity initiatives risk stalling out before they deliver meaningful value.

The framework outlined below is designed to equip organizations with actionable steps that help them move beyond the abstract. It outlines five interdependent steps that translate the principles of modern identity into measurable progress:

1. Align strategy with enterprise goals:

Tie identity resolution directly to outcomes such as compliance readiness, member or patient engagement, research timelines or operational efficiency.

2. Assess the current identity landscape:

Map existing data flows, including HIPAA-compliant data exchange systems and bottlenecks to establish a baseline for improvement.

3. Select the right data and technology partners:

Ensure access to authoritative data sources, advanced linking methodologies and privacy-first architecture. Select an industry leader with proven tenure, a trusted reputation for proprietary identity resolution and the ability to unify and secure all data flows across the record lifecycle.



Community Care Plan Leverages an Identity-First Strategy to Transform Member Outreach

Community Care Plan, which serves 130,000+ individuals across South Florida, struggled to reach new Medicaid enrollees, limiting their ability to explain benefits, close gaps in care and provide timely access to services. Using LexisNexis® Keep Contact, the plan enhanced member contact profiles within 24 hours of enrollment, turning incomplete files into actionable member profiles.

WITHIN JUST ONE MONTH, THE PLAN SAW:

43%

spike in contact rate

877

additional members reached

2X improvement

in contact rate year-over-year

And, over the next five months, the plan experienced a sustained 40% contact rate.



If we can connect with these members immediately after enrollment and help them leverage the benefits and services available to them, then we can help them get and stay healthy.

Ken Walters, SVP & COO



You need to feel confident in your data, because it links back to having trust in your data. At the end of the day, you'll need confidence in that data to execute certain strategies.

Senior Director, Head of Commercial Data Strategy and Analytics at a Major Pharmaceutical Company

4. Build cross-functional alignment:

Engage IT, compliance, operations and clinical leaders to embed identity within the shared fabric of your organization's identity.

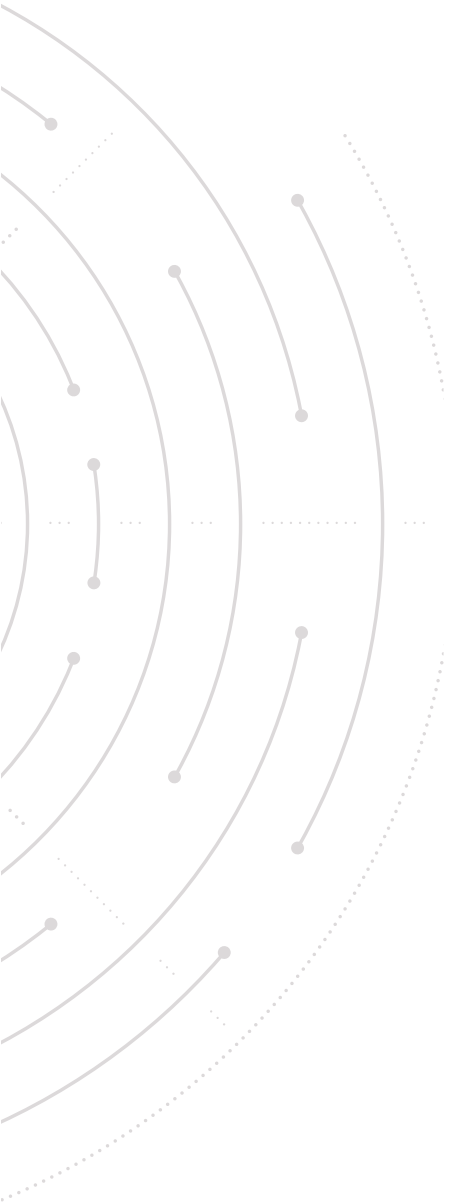
5. Measure impact and optimize performance:

Track improvements in data quality, efficiency and outcomes, and use those insights to scale success.

By following this framework, organizations can develop an advanced approach to identity resolution leveraging referential intelligence, longitudinal identifiers, privacy-preserving tokenization and probabilistic and precision linking. The resulting framework will be dynamic, resilient and context-rich enough to support compliance, protect patients and unlock value across the healthcare ecosystem.

Identity:

The Missing Link in Healthcare's Digital Transformation



For more than a decade, interoperability has guided healthcare's digital evolution. The industry has made meaningful progress connecting systems, moving data and exchanging information, but connection alone can only take us so far.

As healthcare organizations face increasing pressure to deliver value, improve outcomes, save money and better engage individuals, the challenges of attempting to manage identity data entirely in-house are becoming impossible to ignore. While it was once enough to simply figure out how to securely move data, today's leaders must determine whether data is trustworthy, actionable and up to date. Without a unified, privacy-protected identity resolution framework, even the most advanced interoperability strategies only take organizations so far.

Only an identity-first strategy can transform how data is understood, trusted and applied, empowering organizations to see the full picture and act with enough precision to:

- » Personalize care or outreach
- » Protect privacy and strengthen security
- » Improve operational performance
- » Accelerate research and innovation

Now that the industry has access to more data than ever before, the next leap forward depends on turning that data into action. By placing trusted identity resolution at the center of every strategy, healthcare organizations can finally harness the full potential of their data to drive better operations and health outcomes, and move into the future with confidence.

About LexisNexis® Risk Solutions

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