



Health Information Exchange in Colorado to Improve Patient Matching with Verato

Verato's cloud-based Referential Matching solution will streamline the CORHIO Health Information Exchange's patient matching process.

McLean, VA (May 15, 2018) – Verato, Inc., a leading provider of SaaS-based patient matching and customer matching solutions, today announced that CORHIO, a leading health information exchange (HIE) covering over 5 million patients across Colorado and surrounding states, will use Verato to improve its patient matching. Verato will integrate with CORHIO's enterprise master patient index (EMPI) technology and use the power of Referential Matching to help CORHIO's EMPI better resolve duplicates. This is especially important as CORHIO incorporates more types of health data into its network.

“Patient matching is the foundation of developing a longitudinal record of each patient's care history, which is the core of our work at CORHIO,” said Morgan Honea, CORHIO CEO. “As we continue to focus on population health and incorporating social determinants of health, images, medications, and behavioral health data, accurate patient matching is essential. Our partnership with Verato enables us to streamline patient matching despite the volume and variety of our patient data, enabling us to harness this data to help drive better care outcomes and lower costs across the state of Colorado.”

Verato proved the effectiveness of its Referential Matching approach during a pilot in which Verato discovered and resolved duplicates in CORHIO's EMPI.

“We were faced with a decision: either go down the path of investing an enormous amount of effort on enhanced patient matching, or look for a different approach,” said Robert Denson, CORHIO CIO. “This approach had to not only thrive in our environment of diverse patient data with different governance standards, but it had to handle new data sources without any reconfiguration. Verato fit all these criteria.”

CORHIO is the most recent in a long string of HIE customers for Verato, whose technology is now matching patients for HIEs that span over 15 percent of the U.S. population and for health systems, payers, and other organizations spanning another 30 percent.

“Patient matching is one of the largest challenges faced by HIEs because they have little control over the quality, completeness, or standardization of the patient data they receive from their participants,” said Mark LaRow, CEO of Verato. “Not only do HIEs inevitably receive duplicate

patient records from each participant, but the differences in data governance between participants dramatically increase the challenge of identifying and matching common patients. But our cloud-based Referential Matching technology was built to handle the largest and most difficult patient matching scenarios—whether the varied data sources at an HIE, an EHR migration or hospital acquisition at a health system, or matching sparse member data at a payer.”

About Verato

Verato offers a cloud-based matching platform that links and matches identities across disparate databases or organizations with the highest accuracy rates in the industry. Verato leverages an extensive self-learning database of U.S. identities as a reference, or universal “answer key.” And because it is cloud-based, the Verato platform is less expensive, faster to implement, and more scalable than traditional matching technology. Verato is based in McLean, VA. For more information, visit www.verato.com.

About CORHIO

CORHIO is an independent, nonprofit organization dedicated to improving healthcare quality through the optimal use of health information exchange (HIE). The CORHIO HIE is one of the largest and most robust HIE networks in the U.S. with more than 11,000 users and 74 hospitals currently participating. In addition to managing the HIE network, CORHIO provides advisory services that help healthcare professionals effectively use electronic health records and improve care delivery, and supplies accountable care organizations and health plans with data that enhance population health programs. For more information, visit www.corhio.org.

Media Contacts:

Jim Lubinkas
Spire Communications
703-907-9103
jlubinkas@spirecomm.com

Jennifer Mensch
CORHIO
720-891-3244
jmensch@corhio.org