



## Patient Verification & Data Quality Solutions to Improve Healthcare

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# Patient Care Begins With Accurate Patient Information

Patient well-being and healthcare operational efficiencies both rely on data integrity. While accurate patient data is necessary, there are challenges to overcome.

## Data quality is essential...

- Accurate patient data minimises errors, ensuring the right treatment for the right patient.
- Consistent data across departments ensures seamless communication and better patient outcomes.
- High-quality data streamlines administrative processes, reducing time and costs.
- Reliable data builds patient trust and satisfaction, leading to better patient engagement and results.

## But data management is complex.

- Large volumes of patient data make it difficult to ensure the accuracy and completeness of each record.
- Patient records change and contact points constantly evolve.
- Coding & filing records requires data updating, often by hand, leading to critical errors.
- Regulation & compliance demand institutional data security and patient record privacy.



## Achieving optimal healthcare data quality.

Assuming your data is 'just fine' is not a sufficient data-quality program for today's best-of-breed healthcare systems. Both lives and operational efficiencies are at risk. Melissa can assist your healthcare organisation with always on data quality assurance.



### Patient Onboarding

Improve admittance and care with patient verification aiding accurate and verified personal details.



### Risk & Compliance

Address government security & compliance with accurate reporting and patient records security.



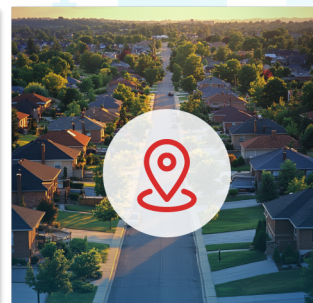
### Operational Efficiency

Ensure fast, complete data collection, reduce errors and improve patient communications.



### Records Hygiene

Match, merge & purge duplicate patient records across households, facilities and time.



### Address Lookup

Improve service delivery and enhance patient care with complete, verified patient addresses.



### Geocoding

Address health inequalities and support public health planning with geographic insights.

## Health systems require accurate patient data, location and medical history.

It's critical to know exactly who your admitted patient is, not only to provide the best care—histories, prior illnesses, admittances, etc.—but also for insurance, compliance and demographic issues. Data cleansing verifies patient names and matches them with all personal contact information, identifying exactly who is being admitted and treated, and why.

- Parse & validate addresses, names, phone numbers and email addresses.
- Geocode UK as well as worldwide addresses for exact patient locations.
- Make standard corrections and/or use Advanced Address Correction to optimise further outreach.
- Make clear connections within and across data sets to gain a 'valid view' of your patient.
- Verify patient identities instantly during registration and check in using patient verification service.
- Run regular patient data updates to ensure ongoing details are kept current and usable.



## Ensuring privacy and compliance for UK healthcare providers.

Meeting privacy and compliance needs is crucial for all healthcare providers in the UK. Implementing a data quality system, either onsite or in the cloud, can help prevent errors in real time and ensure adherence to NHS guidelines & Data Privacy/GDPR regulations.

- Enhance the security and reporting of clinical data to safeguard patient health information.
- Ensure that changes to address information are accurately collected and maintained.
- Ensure all submissions include accurate postal information to prevent processing delays.
- Avoid errors and inefficiencies from poorly captured contact information.
- Confirm that addresses provided are appropriate for the patient.



## Enhancing patient communications and operational efficiencies through accurate data.

Accurate data is the cornerstone of improved patient communications and operational efficiencies. Ensuring the reliability of email addresses, phone numbers and physical addresses is crucial for effective communication with patients and their families. Here's how real-time communication verification can enhance medical alerts, patient satisfaction and cost efficiency.

- Batch and remove virtually all bad email addresses to avoid miscommunicating with patients and family.
- Ping emails to ensure they are active.
- Correct typos and illegal characters that lead to high bounce rates.
- Maintain compliance for email addresses.
- Assure mobile phone number accuracy for real-time medical alerts.
- Parse, standardise, verify, cleanse and format physical addresses to ensure optimal patient communication and reduce postal costs.



## A single accurate view of patient records is critical across time and physical space.

Often faulty identity matchings produce inaccurate patient records. There may be multiple logged-in names that are similar, abbreviated, with or without initials, and gender-ambiguous, among innumerable variables. Patients change households and even names, leading to patient identity confusion, mistreatment, errors, and legal liabilities.

- Merge, purge, match and consolidate duplicate patient records.
- Identify multiple records at the same address.
- Create complete records from fragmented ones, using advanced match and consolidate criteria.
- Compare records as they come in, in real time, against a database of verified records.
- Customise the process of real-time data entry with hybrid de-duping.
- Understand patients' histories, treatments, risks, diagnoses and prognoses.



## Extended benefits of utilising address technology.

Address Lookup and Autocomplete provide several benefits to the healthcare sector, enhancing efficiency, accuracy and overall patient and operational experiences. Here's how they contribute positively:

- Reduces the time taken to enter addresses manually, allowing healthcare staff to focus on patient care.
- Minimises typographical errors, ensuring correct address entry the first time.
- Streamlines patient intake and registration, making it quicker and more convenient.
- Maintains a standardised format for addresses across the organisation, facilitating better data management.
- Ensures accurate and timely delivery of home health services and medical supplies.
- Aids in planning and allocating resources effectively with accurate demographic and geographic information.





## Transform healthcare initiatives with geocoding.

Healthcare systems are integral to the communities they serve. The data gathered from patient populations and local areas can empower healthcare leaders to spearhead community-wide health initiatives and optimise interventions.

- Ensure addresses are accurate and standardised for more precise location intelligence.
- Convert postal addresses to precise geocodes (latitude/longitude coordinates) to accurately identify at-risk areas and populations.
- Use precise plotted coordinates to enhance logistics and resource allocation.



## Patient verification for health & social care.

Melissa's Patient Verification service helps healthcare organisations to better manage patients, reduce risk, ensure compliance, prevent duplications and safeguard patient onboarding.

### Challenges for healthcare providers as part of the patient verification process:

- Who is this person presenting themselves at a healthcare setting?
- Are they the person you have been expecting – appointment or walk in?
- How can you easily confirm who they are?
- Have they got existing information or records?
- Can we establish the above quickly and in a non-intrusive manner?

### Service benefits:

- **Enhanced Organisational Efficiency:**  
Speed up patient onboarding and check-in.
- **Improved Care Routing:**  
Ensure patients receive appropriate care without delay.
- **Compliance Assurance:**  
Meet regulatory requirements with rigorous validation checks.
- **Fraud Prevention:**  
Protect against identity theft and fraud.



An industry leading patient verification solution designed for simple, high-speed, rigorous validation checks for individuals presenting themselves in healthcare, social care settings or online.

# Melissa Patient Verification uses a layered 3 – 2 – 1 traffic light approach to confirm an individual's identity.

## 3. Contact Data Check

Melissa employs a data quality verification layer that verifies each piece of contact data: name, address, email, phone.

## 2. Proof of Address


Once contact elements are verified, ensure the person actually lives at the provided address. Melissa's service connects a person's name to a specific address to confirm proof of address in real-time. Checks are made against government records, credit agency and other trusted sources.


## 1. Age Verification


Melissa's service performs a date of birth check to ensure the individual is age appropriate for the course of action, and a deceased register check to make sure it's not someone who has assumed an identity of someone deceased.

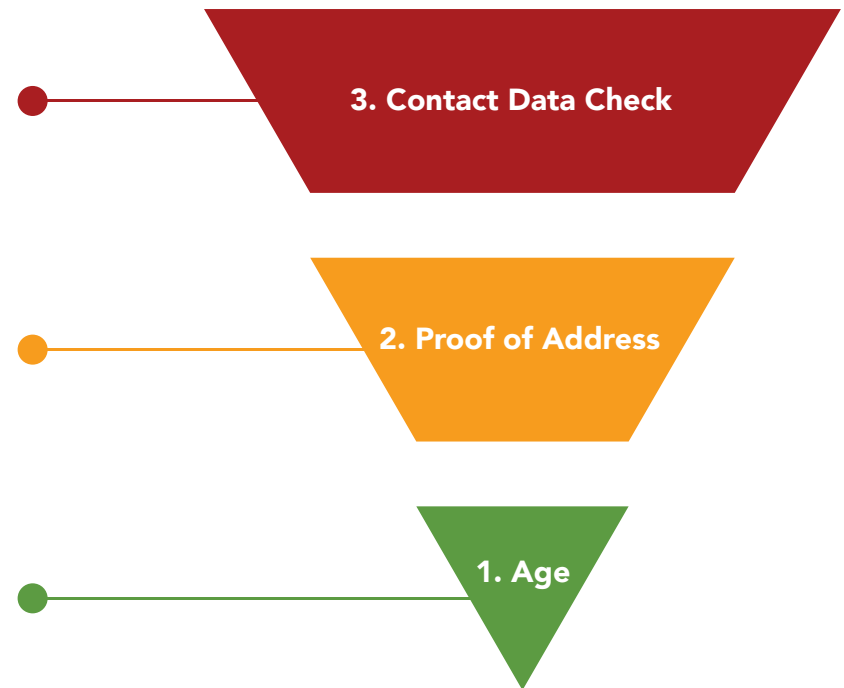
## Easy to deploy options

Melissa's Patient Verification service covers all usage needs:

 **1) Single check:** Through a single check feature, individual patients can be validated against global data sets and real-time reference data to aid onboarding, signing in and due diligence.

 **2) Batch processing:** Melissa's service can process held records in volume, to ensure databases are up to date with patient contact details and checks to ensure they are still a resident at the same address as previously given.

 **3) No code / ready to use portal:** Melissa's Patient Verification tool comes in a no code, out of the box, ready to use portal for smart devices and desktops.



## HealthLink Dimensions

HealthLink Dimensions provides content-rich healthcare database products for the pharmacy, healthcare, medical device and insurance industries. Its demographic files contain more than 2.3 million physicians and allied professionals, with titles, specialties, DEA, UPIN and NPI numbers, state license numbers, and more. But this information changes constantly, and manual corrections and updating were impossible.

Melissa deployed its data quality APIs that fully automated the contact data cleansing process. Data errors were resolved quickly, and entry errors were caught in real time. In addition, Melissa's Geocoder was utilized to determine proximity and distance to physician locations and service areas, and to maintain multiple addresses for individual physicians.

“*Healthcare data changes quite often. We see anywhere from a 2% to 3% change in demographic data every month*”

## CalOptima

CalOptima serves 422,000 members with 5,800 physicians at 24 hospitals. CalOptima decided to migrate its member data to a data warehouse to better serve members, improve communications and grow its business, but suffered from poor data quality, including inaccurate mailing information.

Melissa's solutions provided CalOptima with data hygiene and geo-spatial functions, helping the company determine member locations and the distance between members and their primary case physicians.

## Medusa Medical Technologies

Medusa Medical Technologies offers its Siren ePCR Suite, an electronic patient care reporting software solution to make it easier for paramedics to deliver quality patient care. Collected EMT data includes emergency location, circumstances, victim age and medical status, etc., and all must be accurately and quickly entered before reaching the hospital.

Melissa provided its data verification tools to clean incomplete data at point of entry, and verify and correct addresses on the fly. The result improved patient care and dramatically reduced insurance company billing errors.

“*Every minute counts when dealing with cardiac arrest. It can mean the difference between life and death*”

“*Since we're a member-centric organization, adding quality around our ability to communicate is crucial to support our mission*”



## How Melissa Helps

Melissa is a leading provider of UK and global data quality and identity verification solutions. We have proven experience in handling data so clients can gain and maintain a single, accurate and trusted view of critical information assets.

- Our datasets and knowledge base are unmatched. Billions of constantly updated records worldwide and multi-sourced reference data are utilised so patient data is not simply matched against a static list – it's verified in real-time with consistently updated sources.
- 40 years of experience.
- UK Data Privacy & GDPR compliant.
- Flexible technology: developer tools, enterprise software plugins, service bureau.
- Professional services, consulting and proof of concept development.
- Full ongoing technical support and managed accounts are all provided by Melissa at no extra cost.

## How Melissa Helps

- Reduce operational costs.
- Make sense of your data.
- Manage risk and prevent fraud.
- Improve the patient experience.
- Enable compliance.

# melissa

Speak to a Specialist



For Product Demos or Proof of Concept, visit [www.melissa.com/uk/industries/healthcare](http://www.melissa.com/uk/industries/healthcare)

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