



**SUCCEED  
IN KNOWING  
YOUR PATIENTS**

**acxiom**<sup>®</sup>

## IT STARTS WITH THE RIGHT IDENTITY

No matter what changes to health reform policy may be enacted, it seems clear the focus on a patient-centered experiences and cost consciousness will continue. With new technologies informing and empowering patients as consumers along with the economics of high-deductible health plans here to stay, value-based care is poised to not only become a government imperative, but a commercial one for providers as well. Patients want to be personally engaged in the conversation about their healthcare. Accurately identifying patients is a critical foundation of any care journey.

When personal health data is neither clean nor accurate, or when it is trapped in silos, its value is greatly compromised. The key is effective identity resolution. Many providers and insurers lack a clear view of their members and patients, and delivering an exceptional experience requires accurate identification at every point. Traditional tools such as master patient index (MPI) or master data management (MDM) systems simply do not offer the breadth of reference data to effectively produce a robust identity graph and routinely fall short in matching a significant number of records. Enabled by AbiliTec, Acxiom accurately connects patient data — earning every stakeholder’s trust, but most of all the patient’s.

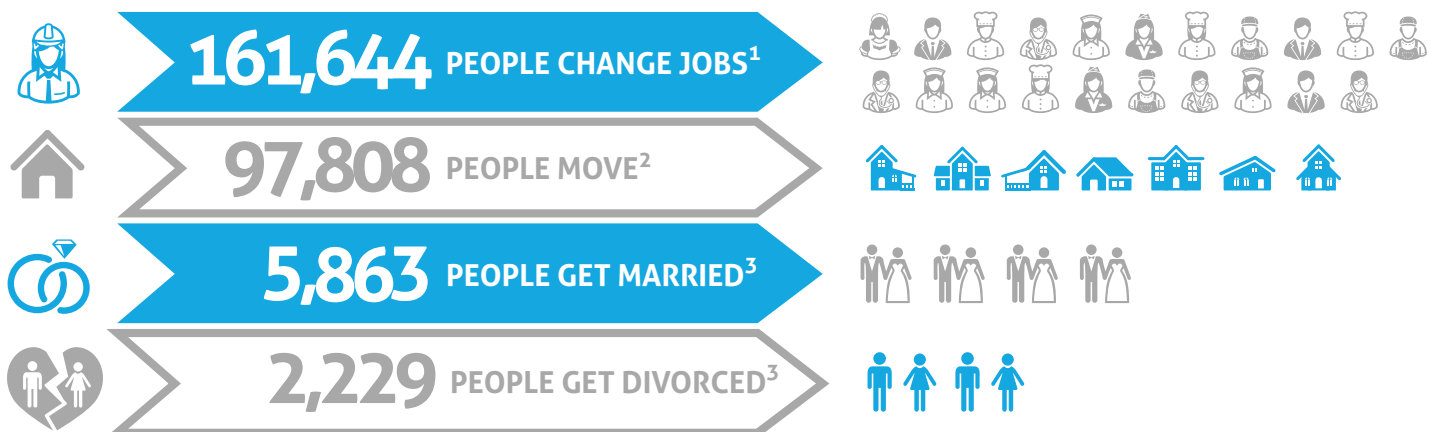
► **Acxiom can deliver that power.**

## THOSE WHO ADAPT WILL FLOURISH

Up to 25 percent of consumer data changes each year. That is to be expected, because change is inevitable with people. Some change jobs. Some get married while others divorce. Many move or simply change health plans. Personal data may not just be outdated. Much of it can be inaccurate or incomplete — and what is available may not conform to standards. It may be duplicated or even provided incorrectly on purpose.

This leads to millions of versions of personal identities created each year. That is why identity resolution has never been more important across the healthcare ecosystem than it is right now.

### THE RECOGNITION CHALLENGE EVERY DAY IN THE U.S.



<sup>1</sup> United State Department of Labor Bureau of Labor Statistics, <http://www.bls.gov/news.release/jolts.nr0.htm>

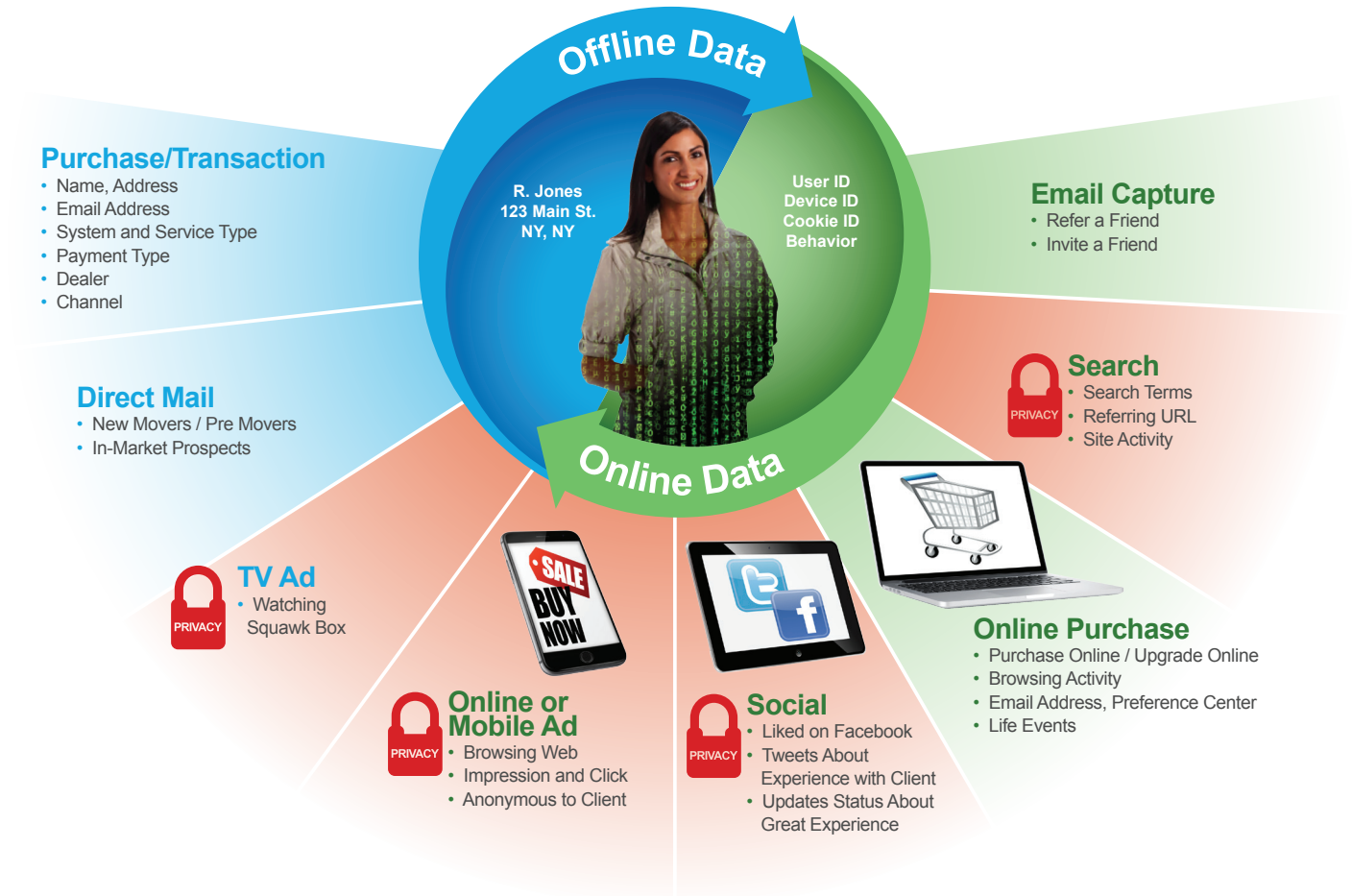
<sup>2</sup> United States Census Bureau, <http://www.census.gov/newsroom/press-releases/2015/cb15-47.html>

<sup>3</sup> Source: Division of Vital Statistics National Center for Health Statistics, [http://www.cdc.gov/nchs/nvss/marriage\\_divorce\\_tables.htm](http://www.cdc.gov/nchs/nvss/marriage_divorce_tables.htm)

# GAIN A SINGLE VIEW OF THE HEALTHCARE CONSUMER

Imagine being able to match patients and members at various life stages and across touch points to build an accurate, comprehensive view, fuel insights and multi-channel outreach to enhance engagement, increase adherence and deliver an exceptional experience.

What does it look like from the perspective of patients and members? Connecting with them through more personal and relevant messages resonates with their values and lifestyle, ultimately earning their trust and loyalty. A more intimate connection is established.



## THE AXIOM SOLUTION POWERED BY ABILITEC



Acxiom's AbiliTec® brings together disparate representations of each consumer to enable a single, current and accurate view. It combines online and offline information for a more accurate representation.

## INDUSTRY-LEADING MATCH RATES\*

AbiliTec offers:

- 42 percent higher accuracy in identifying consumers at their old and new address than the closest competitor
- 23 percent higher accuracy in identifying consumers based on email addresses

\*See 2015 AbiliTec Comparison Study

## ROBUST DATA SOURCES

- More than 5 billion historical occupancies
- Up to 40 years of occupancy history



## NEW WAYS TO EXTEND YOUR REACH

In addition to the standard AbiliTec offerings of individual and address links, Acxiom has introduced additional ways to expand the capability to connect and identify individuals across households and channels.

**Household Link** — Acxiom identifies consumers within the four walls of a household and extends the view beyond the physical address. By providing a household link, we enable clients to recognize all the members in a household — revealing not only the head of household but the influencers as well.

**Sparse Data Input** — Much of the data coming from interactions with consumers online is incomplete; insurers have to do more with less. AbiliTec can help achieve omni-channel success with an increased number of sparse input options:

- Name and Email Address
- Name and IP Address
- Email Address Only
- Name and Latitude/Longitude
- Name and Phone Number
- Name and ZIP Code
- Phone Number Only

## READY TO BUILD POWERFUL CONNECTIONS? *It starts with the right identity.*

### ACXIOM HEALTHCARE

Leveraging data to enhance value-based care within the patient-driven experience.

**HITRUST**  
CSF Certified

acxiom®

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To learn more about how Acxiom can work for you, visit [acxiom.com](http://acxiom.com) or call us at 888.3ACXIOM.

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