IT STARTS WITH THE RIGHT IDENTITY

With electronic health records (EHR) approaching 100 percent adoption¹ and patients rapidly embracing digital health devices, there is an unprecedented amount of data traversing the healthcare ecosystem. The ability to make sound clinical and financial decisions is dependent on the ability to harness this data effectively to resolve a single view of the patient.

But lack of standards, increased regulations, concerns over security and privacy, and continued reliance on manual processes stand in contrast with this quest for a true longitudinal record. It raises the question, “Is this the same patient and does this data match?” The answer is identity resolution — the connective tissue for better patient engagement.

Identity resolution is the process of connecting the hundreds of identifiers used by different channels, platforms and devices and tying them all back to the same patient or member with confidence. As the market leader in identity resolution and the ethical data use for more than 45 years, Acxiom helps healthcare clients harness data to strengthen connections throughout the continuum of care between patients, providers and payers. In the accelerating shift toward a value-based healthcare environment, Acxiom Healthcare makes it easy and safe to use people-based information throughout the health journey to deliver data-driven solutions for patient engagement.

ACXIOM HEALTHCARE

• Build a consensus of patient identity, offline and online
• Define a data-driven strategy to engage patients
• Gain deeper insights into understanding patients
• Bridge the online and offline gap in healthcare
• Ethical data use to ensure privacy compliance and security
BUILD A CONSENSUS OF PATIENT IDENTITY, OFFLINE AND ONLINE

The Challenge
In today’s world people are creating a wealth of health data outside of the four walls of typical healthcare delivery. Data is captured from wearable devices, visits to health specific web sites, likes on social media and a multitude of other sources. At the same time, patients change their jobs, home addresses and names, resulting in millions of changes to consumer information each year.

These dynamic data changes create 2% of irrelevant consumer records monthly, or nearly 25% of the records leveraged to recognize patients changing annually. Inaccurate data leads to a poor patient experience. When data is incomplete, disparate or in silos, efforts to link records become less effective. Identity resolution technology is needed to connect the dots.

The Solution
Acxiom’s identity resolution technology, AbiliTec®, brings together disparate representations of data, enabling a single, current and accurate view of each patient across all channels. It allows clients to instantly recognize patients, which improves the individual health journey at the point of contact and reduces the possibility of error through improved identity verification.

AbiliTec at a Glance
• Improves patient data integration efforts by streamlining the matching, consolidating and posting of patient identities, while allowing IT resources to concentrate on other priorities
• Saves time and money by grouping new patient information to historical data — often in a single step
• Establishes an efficient business rule structure to achieve effective and flexible match group and matching criteria

DEFINE A DATA-DRIVEN STRATEGY TO ENGAGE PATIENTS

The Challenge
Duplication of tests, risk and fraud, re-admissions, medical errors and manual paper processes are among the issues contributing to significant, rising healthcare costs. In addition, a lack of standards challenges true interoperability, creating silos of information.

Fee-for-service arrangements must give way to a value-based model to realize opportunities for cost savings and improved outcomes. To experience progress, there is a growing requirement leading all to seek a single view of patients that includes clinical, financial AND consumer data. The ability to bring this data together with confidence in identity is critical.
**The Solution**
Through its HIPAA-compliant solutions, Acxiom helps payers and providers adopt a consumer-centric strategy, matching the current demands of the healthcare ecosystem, enabling both to:

- Match, manage, and protect identities across the ecosystem while protecting consumer privacy and security
- Connect audiences and data sets, across channels and silos, for better insight, decision making and performance management
- Match and anonymize offline and online data

**GAIN DEEPER INSIGHTS INTO UNDERSTANDING PATIENTS**

**The Challenge**
Growing significant relationships with consumers requires understanding and responding to their individual needs. The key to solid analysis and segmentation is access to high-quality, relevant lifestyle data about patients and members. Only then is it possible to better predict propensities for determinants of health, deliver more relevant messaging to facilitate better adherence, and obtain a reliable feedback loop to tune outreach across the digital ecosystem.

**The Solution**
Acxiom Healthcare’s focus is to create the best possible behavioral, lifestyle, and social insights from a variety of high-quality data sources, enabling world-class solutions for identity resolution, targeted outreach, and engagement measurement. Acxiom adds further value by enriching member/patient data with a variety of third-party attributes, which can be appended for segmentation and analytics.

Acxiom InfoBase Consumer Enhancement™ is the largest and most-up-to-the-moment repository of customer intelligence. It provides individual-, household- and address-level data, including demographic, lifestyle and behavioral information, and is designed to define, segment and differentiate patients and members in an effort to make better, more intelligent management decisions.

InfoBase Consumer Enhancement empowers clients to augment current data with a better understanding of:

- Who the patients are
- Lifestyle and preference data
- What influences their purchase decisions
- How to focus on and segment patients for more effective engagement

**BRIDGING THE ONLINE AND OFFLINE GAP IN HEALTHCARE**

**The Challenge**
Although the healthcare journey has traditionally taken place offline, patients and members are now online. Achieving the paramount member/patient experience requires an integrated approach, connecting data — online and offline, augmented with demographic attributes, behavior, likes and potential purchase decisions. This holistic approach helps organizations develop a single view of patients, while providing consumers a personalized experience. As a result, savvy healthcare marketers are changing the way they plan, execute, measure, and attribute success when combining traditional channels — like TV and direct mail — with addressable online executions.
The Solution
Acxiom and LiveRamp, an Acxiom company, are the identity resolution standard for online/offline at a people-based level, the same way some premium publishers do it in their closed ecosystems. LiveRamp was recently measured as the new benchmark for accuracy at up to 98.9 percent for connecting online and offline identities at the individual level. Personalized marketing experiences across digital and offline channels are essential to connect with members/patients and better acquire, retain and understand them.

ETHICAL DATA USE TO ENSURE PRIVACY COMPLIANCE AND SECURITY
No data is arguably more sensitive than Protected Health Information (PHI). It is critical to earn patient trust by putting ethics at the heart of what is done with their data. Ethical data use protects patient privacy and the security of their data, while also remaining HIPAA compliant.

The Solution
Acxiom brings more than 45 years of experience in the healthcare market and is a pioneer and leader in protecting consumer privacy through compliance, ethical relationships, awareness, education, accuracy and security as well as consumer notice, access and choice. Acxiom appointed the industry’s first Chief Privacy Officer and continues to lead data protection and privacy through industry associations and at all levels of government.

SINGLE VIEW OF THE PATIENT CHECKUP
Today’s healthcare organizations need to be able to:
• Obtain a single, current and accurate view of each patient across all channels
• Match and anonymize offline and online patient data
• Safeguard patient privacy and security
• Connect patients and data across channels for better insight, decision making, performance management and lifestyle and habit awareness
• Create a consensus of identity throughout the continuum of care

Can’t pass this exam? Acxiom can help.

BECOME AN ACXIOM CLIENT
Acxiom is a technology and services company that provides the data foundation for the world’s best marketers. We enable people-based marketing everywhere through a simple, open approach to connecting systems and data that drives seamless customer experiences and higher ROI. A leader in identity and the ethical use of data for more than 45 years, Acxiom helps thousands of clients and partners around the globe work together to create a world where all marketing is relevant.