

4 Perils of Poor Patient Matching and Identification

A Proven EMPI Platform
Backed By 20 Years of
Industry Experience

For healthcare organizations, addressing patient identification and data quality challenges can produce better outcomes and experiences for consumers, while improving day-to-day operations across the enterprise.

#1 Managing Populations at Scale

As organizations build out their technology stack to get insights about their populations, they inadvertently create siloes that limit their visibility into the patient journey. Population health management gets even more challenging when organizations begin to look to integrate social determinants of health data. It's difficult to coordinate the care of individuals without a patient identity management system for bringing disparate records together into a cohesive story of needs and services.

#3 Quality Reporting

Quality reporting depends on clean, de-duplicated and complete patient data. Quality reporting and internal performance monitoring remain a challenge since they require thousands of hours of custom coding to create the necessary automation. For large health systems that tend to have higher percentages of duplicate data, the effect can be enough to lose out on financial incentives or produce lower-than-expected quality scores.

#2 Patient Attribution

Population health initiatives are often tied to value-based financial models that support a holistic, proactive approach to patient care. This includes accountable care organizations (ACOs), which are responsible for an attributed population. Attribution algorithms can be complicated, and providers typically don't have much say in who ends up under their care. ACOs may become accountable for individuals without strong existing ties to their organization, making it difficult to track and manage their care.

#4 Patient Experience

Today's patients are engaged healthcare consumers who expect speed, convenience, usability, and transparency. However, the patient experience has been undermined by fragmented and erroneous data about their health, leading to a host of frustrations—from poorly coordinated care to claim denials. As organizations place greater emphasis on patient data access, the tools and technologies in place must be able to seamlessly link and share data.

Why NextGate?

It's simple: NextGate's proven and powerful **Enterprise Master Patient Index (EMPI)** connects individuals and their data across the entire healthcare ecosystem to deliver a single, fully integrated view. For two decades, NextGate has been helping organizations transform their siloed systems into a seamless, highly efficient network, where individuals are accurately and consistently matched to their data.

Used by over 200 organizations worldwide, NextGate's market leading EMPI for patient identification, aggregates, cleans, dedupes and standardizes data for informed clinical decision making, improved patient safety, greater operational efficiencies, trusted data exchange and enhanced coordination of care. With NextGate, organizations are well positioned to deliver best-in-class patient and provider experiences through comprehensive, consumer-centric data.

To learn more about NextGate's award-winning enterprise identity management solution, visit nextgate.com.