CIVICA

Supporting Verinovum's data enrichment & integration to ACO, CIN and payer customers

VERINOVUM

Verinovum is a healthcare technology company that provides its Accountable Care Organizations (ACOs), Clinically Integrated Networks (CINs) and payer customers with clinical and claims data Integration, curation, and enrichment. They collect patient and member data from their customers, curate the data, and return it to the customers in the form of clean, actionable information.

Facilitating data enrichment with MDM

Verinovum processed more than 1.2 billion messages over the last year. They support five different US regions, curating and enriching data for more than 10 million patients lives in all, spanning more than 3,000 clinical facilities across the country.

Significant growth and the onboarding of new business saw the volume and velocity of data exchange grow exponentially through 2016 and into 2017. At the same time, Verinovum began the search for a Master Data Management (MDM) solution that could offer the speed of delivery their customers expected, as well as a collaborative approach to patient record matching and merging. Based on past experiences, they placed a high degree of importance on transparency into how the rules engine operated and was configured for each customer.

Outcomes

- ▶ **Curates and enriches data for 10 million lives**

- ▶ **Processed more than 1.2 billion messages in 2017**

- ▶ **Experienced exponential growth through 2016 and 2017**

- ▶ **Supporting improved care for more than 10 million patients in more than 3,000 clinical facilities**

- ▶ **Faster data processing**

- ▶ **Client projects now take days, not weeks or months**

- ▶ **Reduced approx 1 million patient records to 80,000 through duplicate matching and merging.**
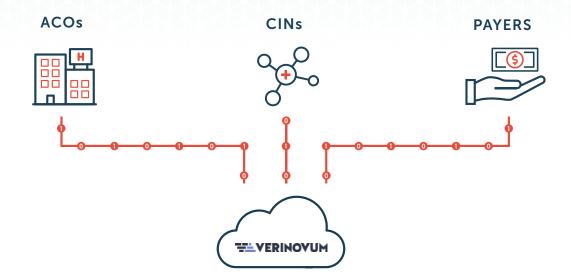
Care coordination is smoother and more efficient

Created a golden record for patients

More complete view of patients

ACOs **CINs** **PAYERS**

VERINOVUM

Verinovum uses MultiVue, Civica's MDM solution, to match and merge the incoming patient identities from all its customers—creating a complete "golden record" of each patient or member—before running the data through Verinovum's Data Enrichment and Interchange Platform-as-a-Service (PaaS) and returning it back to customers.

"Our job is to deliver usable data to our customers, and we understand that if the data we're starting with is fragmented and full of duplicate or incomplete patient or member records, then the information we push back out to our customers won't be of the quality they need and expect," says Ryan Campbell, Chief Strategy and Information Officer at Verinovum. "What drew us to Civica was the speed at which it processed, its ability to integrate into our system, and the transparency and autonomy of the match rules."

Transparency, autonomy & speed are key

Each individual hospital, payer, or ACO that delivers data to Verinovum may use a different EHR and may have a different way to determine a unique patient or member identifier. Verinovum needs to take information from all the different systems, curate the data, and create its own patient identifier for each record. There may be duplicate records within a single hospital, as well as duplicates across customers. The only way to sort through patient identity to support data enrichment is through the use of MultiVue.

"Civica's ultimate goal is to empower our customers with the knowledge and confidence to use our solutions autonomously. Our solutions are designed to be intuitive, so that anyone can use the system to match and merge data, find the information they need, and use that information to make strategic business decisions," says Chris Owen, Divisional Managing Director, Digital & Data Solutions at Civica.

"MultiVue has a simple interface that allows our clients to make matching decisions and remediate issues as they come up, without being dependent on Civica after implementation. This enables our customers to work efficiently and keep their businesses running smoothly," Ryan says.

Speed—both of implementation and of delivering matches every day—has also been an important factor for Verinovum's customers. "We're finding that matching projects that may have taken weeks or months with other solutions take only days with Civica, while using up the same human resources," says Ryan.

Delivering better outcomes across the industry

Regardless of what category Verinovum's customers fall into—be it ACO, CIN, payer, or Health Information Exchange (HIT)—MultiVue is a crucial part of delivering back usable, actionable data.

"There are so many places where the data just wouldn't be actionable without MultiVue identity resolution," says Ryan. "For example, emergency room doctors need this complete view because they don't see the same patients on a regular basis, so this allows them a wider perspective on what is going on with the patient. First responders need it for the same reason. And it helps case managers see what patients have been experiencing in several different care settings. It's all about care coordination and having the right information at any point of care."

Beyond this, Verinovum's customers can choose to take the information they get from Civica one step further. Verinovum provides information on any

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record overlays (where two records were merged into one as the same person but are actually different individuals) Civica found. This gives the end customers the opportunity to go back to the original sources they received their data from, such as different departments within a hospital or within a payer organization, and identify and solve these issues at the origin site, if they choose to do so.

Additionally, what Verinovum is delivering to its customers with the help of MultiVue is clean data. This data is suitable for use in evaluating Centers for Medicare and Medicaid Services quality measures in categories including effective clinical care, communication and care coordination, efficiency and cost reduction, and patient safety.

Having clean, usable data allows hospitals, ACOs, and payers to look at the big picture and see how they are helping patients, and whether their practices and choices are in line with value-based care and achieving the triple aim.