



Verato

Cloud-native Master Data Management (MDM) and identity resolution platform that provides a single source of truth for patient, provider, and member data in healthcare and life sciences.

<https://verato.com/>

Overview

Verato MDM Cloud™ is a next-generation Master Data Management platform that delivers identity intelligence and interoperability by combining highly accurate identity resolution, enrichment, identity verification, and AI-powered data governance. It is purpose-built for the complex ecosystems of healthcare, life sciences, financial services, and the public sector, with a specialized focus on healthcare (hMDM) to unify patient, provider, and member data.

Key Capabilities & Features:

Referential Matching Technology: Utilizes a patented, third-generation approach that leverages a comprehensive national reference database to achieve the industry's highest patient matching accuracy, even with incomplete or inconsistent demographic data.

Cloud-Native Architecture: Built as a SaaS platform for enterprise-grade scalability, flexibility, and fast time-to-value, often deploying in weeks rather than months.

AI-Powered Data Governance (Verato Smart Steward): Streamlines data stewardship and governance workflows with advanced managed record capabilities and centralized management of person attributes like consent and preferences.

Identity Verification (Verato Verify): Real-time digital identity verification, powered by CLEAR, to support secure access and compliance.

Pre-Configured APIs: Offers a suite of APIs for seamless integration with existing systems (EHRs, CRMs, etc.).

Multi-Domain MDM: Supports mastering of person, organization, and network data.

Target Users and Use Cases: Verato is primarily used by executives and directors in Data Management, Population Health, and IT at large healthcare organizations, including hospitals, health

systems, health plans, and life sciences companies. Use cases include Patient Identity Resolution, Provider Data Management, Population Health Management, Mergers and Acquisitions Integration, and powering Customer 360 and AI/Analytics initiatives with trusted data.

Key Features

- Referential Matching Technology
- AI-Powered Data Governance (Smart Steward)
- Pre-Configured APIs
- Real-Time Data Processing
- Identity Verification (Verato Verify)
- Multi-Domain MDM
- Native Data Enrichment
- Configurable Administration Console

Pricing

Model: enterprise

Quote-based subscription model with tiered packages (Starter, Standard, Enterprise, Enterprise Plus). Pricing is based on contract duration, terms, and usage. Includes software, upgrades, maintenance, and algorithm tuning.

Target Company Size: medium, enterprise

Integrations

Salesforce, Snowflake, BigQuery, MuleSoft Anypoint Platform

Compliance & Certifications

HIPAA, HITRUST r2, SOC 2 Type II, PCI

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