

Reveal uncharted patient attributes by linking social determinants of health with healthcare data

HealthVerity CIPHER is a privacy-preserving analytics platform that enables the linking of consumer and healthcare data sources in a HIPAA-compliant manner. With the ability to link social determinants and traditional healthcare data, you can now reveal hidden consumer segmentations and solve for gaps in the patient journey.

Unlock social determinants for actionable insights into your data.

- Build decision trees and summary tables direct from your laptop to better understand which consumer attributes are most prevalent.
- Develop proven responses to unanswered questions surrounding patient actions & outcomes.

Uncover a more robust patient profile.

Traditional research within healthcare data has been hindered by the inability to fully understand the demographic factors behind patients.

With HealthVerity CIPHER, you can now intersect attributes like spending habits, income, and hobbies with healthcare data to reveal hidden consumer segmentations and key drivers of patient behavior and adherence.



About HealthVerity

For transformative, evidence-led healthcare companies, HealthVerity enables the creation and execution of unique end-to-end data strategies with privacy and HIPAA-compliance at the forefront. With HealthVerity technologies directly embedded into the enterprise workflow and the largest, most flexible data ecosystem at their fingertips, our partners benefit from cloud solutions spanning expert patient identity resolution to secure data management and transformation. From activation to delivery, HealthVerity is the modern way to data™.

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