![healthverity logo]

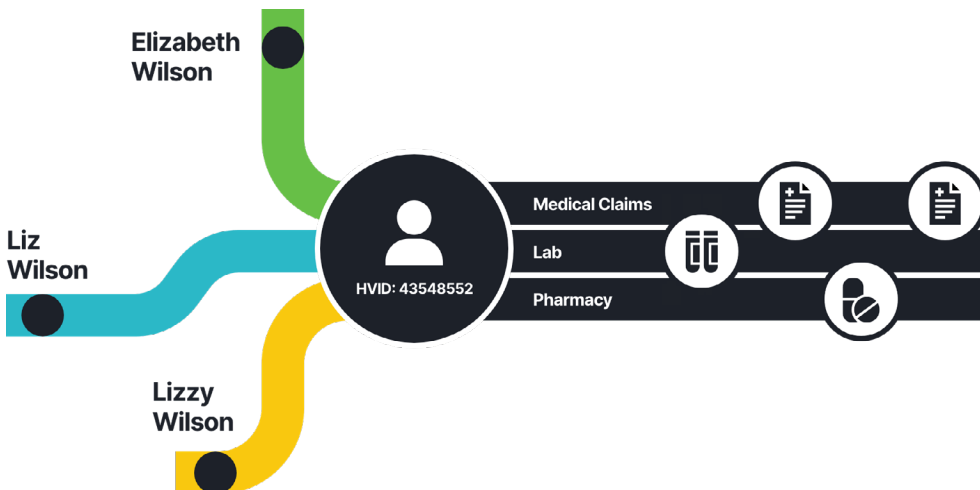## IDENTITY MANAGER

10x more accurate – Let that sync in

The token is broken

Real-world data (RWD) can provide previously unrealized insights and advance clinical research; however, in order to properly analyze RWD, a patient's identity must be accurately resolved across disparate sources or you could have a fragmented view of the patient journey and make inaccurate correlations. In today's massively fragmented data environment, patient data interoperability can no longer rely on legacy tokenization technologies, rife with high error rates and inconsistent patient identities.

Unlock better outcomes

HealthVerity Identity Manager provides a solution that accurately synchronizes patient identities over time and across data sources. Our cutting-edge approach resolves each individual as a unique but persistent HealthVerity ID (HVID) that is 10x more accurate than a traditional token, creating a single source of truth that reliably syncs patient records across unlimited data sources.

Elizabeth Wilson
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HVID: 43548552
Medical Claims
Lab
Pharmacy

KEY BENEFITS:

10x greater accuracy than legacy technologies

Persistent HVIDs that can be synchronized across data sources and over time

Ability to future proof research and answer additional questions

Instant interoperability between your data and the nation's largest healthcare and consumer data ecosystem

Reveals the most comprehensive, longitudinal view of the patient journey

Tune out the noise and turn up the accuracy

Significantly limit the high false positive and negative rates that result from noisy healthcare data when legacy tokenization technologies are used. Identity Manager was built with algorithms and techniques that excel at accurately resolving patient identities despite the noise, resulting in HVIDs that allow you to pursue your research and analytics projects with absolute confidence.

Here's how we're 10x more accurate

Referential database: Beyond simply replacing personally identifiable information (PII) with an alphanumeric string, or a token, HealthVerity matches identities to a continuously updated referential database of over 200 billion healthcare and consumer transactions and leverages machine learning techniques to ensure the highest accuracy rate when assigning an HVID from its master patient index.

Probabilistic matching: We also utilize probabilistic matching techniques, which can better handle the inherent noise in RWD, as opposed to legacy technologies that require an exact match or create a new token by default, resulting in higher patient counts.

Sync on demand

Our four convenient modalities enable the processing of PII and the creation of nearly 100,000 HVIDs per second. No matter your security protocols or technical expertise, whether your data is centralized or decentralized, we can implement a modality in any environment and require only hours to install and execute.

LEARN MORE

For more information about HealthVerity Identity Manager, email **info@healthverity.com** or visit **healthverity.com/identity-manager**

Any data, anywhere, anytime

Identity Manager allows you to sync a near limitless combination of data sources in record time for a wealth of use cases.

Instant interoperability: The universal HVID that HealthVerity creates is instantly interoperable with the nation's largest healthcare and consumer data ecosystem and any other data sources now and in the future.

Identifiable data: HealthVerity has the ability to host and manage identifiable data in a privacy-protected data store and associate PII with a range of crosswalk features that enable you to share attributes or source additional data about patients with various levels of enterprise compliance, patient privacy and regulatory frameworks.

Synchronize the Science℠