Redox Chroma
EMPI *powered by Verato*

Maximize the value of your existing Redox API by knowing who is who with confidence.

Challenges

Providing high quality care requires reliable patient data

Duplicate, inconsistent, and incomplete patient records decrease the effectiveness of your product suite, cause customer friction, and require manual effort. It's costly to your patients & your business.

- **Costly development** – Building an EMPI solution from scratch takes 1–2 years and $1.25M, with up to $1M in continued maintenance and development.
- **Quality of care** – ~24% of a health system's medical records are duplicates. More than 1 in 5 patient histories are incomplete at the point of care.
- **Low-quality data** – 30% of person demographic data is out-of-date, incorrect, or incomplete.
- **Revenue impact** – 35% of denied claims are due to inaccurate patient matching, costing the average hospital $2.5 million annually.

Solution

Get patient identity *right* from the start

Redox Chroma EMPI powered by Verato provides a single source of truth for patient identity so you can know who is who using your existing Redox API. Link records within and across multiple data-sources for higher quality decision making, operational efficiency, and an improved user experience.

Benefits

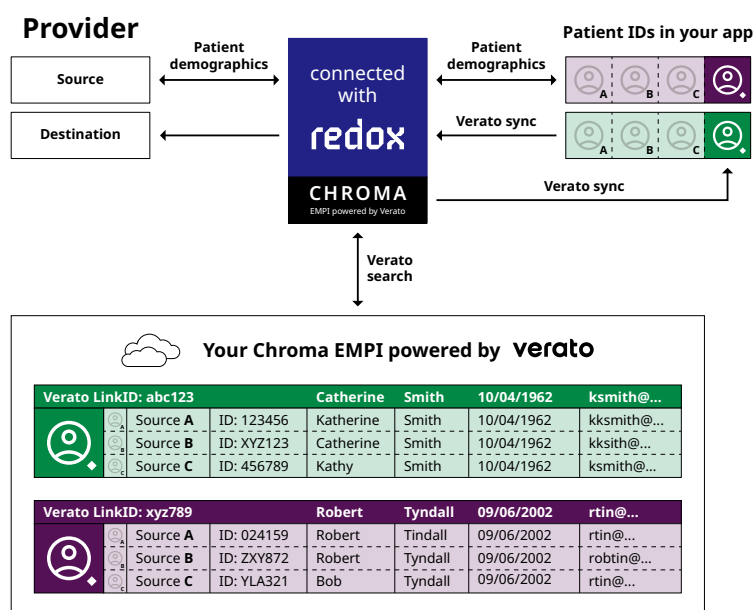|	
👤	**Know who is who**: Ingest, match, and link patient data from various sources to a single source of truth, or golden record
✋	**Reduce manual effort**: Reclaim the costs of manually reconciling patient records, make informed decisions, and optimize the end-to-end patient experience
⚡	**Innovate quickly**: Add EMPI functionality quickly using your existing Redox API and a single contract, so your team can focus on product innovation

How it works

Verato's native referential matching is independently verified and 98% accurate. Our cloud-based EMPI solution makes matches no other solution could make, and is built on:

- Billions of records from credit, telco, government, and legal sources
- Over 300M identities
- 30 years of historical data
- 60M updates per month
- Highly curated data; 100,000+ hours of data science

Product Features

- **Native Referential Matching** leaps beyond legacy approaches, reducing manual data stewardship 50–75%

- **Powered by a Curated Reference Database** built on 30 years of historical data, over 300M identities, and 100K+ hours of data science

- **Customizable Smart Views** let you define the best data to view patients and optimize accuracy based on your needs

- **Cloud-native SaaS platform built for healthcare** deploys in weeks instead of months using your existing Redox API

Data exchange with Chroma

Provider

| Source | — Patient demographics — |
| Destination | |

connected with **redox**
CHROMA
EMPI powered by Verato

Patient demographics

Patient IDs in your app

Verato sync

Verato sync

Verato search

Your Chroma EMPI powered by verato

Verato LinkID: abc123		Catherine	Smith	10/04/1962	ksmith@...
Source **A**	ID: 123456	Katherine	Smith	10/04/1962	kksmith@...
Source **B**	ID: XYZ123	Catherine	Smith	10/04/1962	kksith@...
Source **C**	ID: 456789	Kathy	Smith	10/04/1962	ksmith@...

Verato LinkID: xyz789		Robert	Tyndall	09/06/2002	rtin@...
Source **A**	ID: 024159	Robert	Tindall	09/06/2002	rtin@...
Source **B**	ID: ZXY872	Robert	Tyndall	09/06/2002	robtin@...
Source **C**	ID: YLA321	Bob	Tyndall	09/06/2002	rtin@...

About Redox

Payers, providers, and health tech vendors use Redox to produce differentiated experiences for patients and clinicians. Connecting to more than 4,500 healthcare organizations, Redox provides a composable software experience across the healthcare ecosystem. With our robust APIs, product teams are empowered to build whatever they can imagine. Redox accelerates innovations that make healthcare data more useful than ever before. For more information, visit redoxengine.com.

About Verato

Verato, the identity experts for healthcare, enables smarter growth, improved care quality and efficiency, and better population health by solving the problem that drives everything else—knowing who is who. Only the Verato HITRUST-certified, next generation cloud identity platform enables interoperability across the complex digital health ecosystem with unprecedented accuracy, ease, and time-to-value.

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