Improving Patient Identity Management

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Web-Portal Identity Proofing
The security and privacy of patient health information is a top priority for the healthcare industry. With more and more health information becoming available online as a result of Meaningful Use Stage 2 and upcoming Meaningful Use Stage 3 requirements and the HITECH Act incentives, the need to prevent inappropriate access to protected health information (PHI) has become an imperative. At the same time, patient mistrust and fear of unapproved disclosure of their PHI is at an all-time high as a result of recent highly public data breaches in healthcare and other industries.

Protect PHI
Equifax identity and fraud solutions help prevent inappropriate access to:
- Ensure individuals accessing patient information are who they claim to be
- Establish patient trust with additional safeguards to protect the security of their confidential information

When it comes to implementing effective identity proofing, Equifax offers an innovative solution designed to help protect the privacy and security of patient records. We leverage unique data resources, sophisticated analytics and state of the art technologies to verify identity, mitigate fraud, and increase data security by providing deep insight around your patients’ and providers’ identities. Our solution meets the industry best-practice recommendation of National Institute of Standards and Technology (NIST) levels 2 and 3 for identity proofing and authentication and has been approved as an Identity Proofing Component member of a FICAM-approved Trust Framework.
Patient Record Matching

Accurate and complete patient personal and health information is required to meet industry requirements for improved patient safety, better outcomes, more effective patient engagement, and reduced healthcare costs.

In addition, the Office of the National Coordinator for Health Information Technology (ONC) has identified accurate patient matching as a core building block for achieving true interoperability.¹

Promote Interoperability and Patient Safety

- Identity-proof patients at the point of registration and prior to linking to a biometric
- Improve patient matching with detailed current and historical information on address and phone number changes, aliases, and name changes for a more accurate determination of unique patient records
- Facilitate interoperability by keying patient records to their unique record in the Equifax database to enable matching of patient records across multiple health systems, geographies, and technologies
- Minimize the creation of medical record overlays and duplicate medical records to avoid errors, reduce the cost of reconciling the mismatches, and improve patient safety

In spite of the widespread deployment of Master Patient Index (MPI) solutions, the industry duplicate medical record rate remains at an unacceptable average of 8%¹ and is significantly higher for larger organizations and health information exchanges because critical patient information is often missing, incorrect or has changed over time. The College of Healthcare Information Management Executives (CHIME) along with other healthcare industry groups and governmental organizations, is advocating for changes in how patients are identified and patient records are matched to achieve reductions in the number of duplicate and overlaid medical records and improve patient safety. Using external information about a patient is one solution being proposed to meet these goals. Rather than completely replacing MPIs, Equifax leverages its vast proprietary data sets of current and historical information to identify unique patient records and Equifax keying technology to facilitate linking medical records across different health systems nationwide. Equifax can also augment your patient data to ensure more current, accurate patient contact information to improve patient engagement and outreach.


² AHIMA, Ensuring Data Integrity in Health Information Exchange: 2

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