

HOW TO IMPROVE PDMP PATIENT MATCHING: 4 PROVEN METHODOLOGIES

- ✓ **Implement Modern-Day MPI Technology**
- ✓ **Data Standardization**
- ✓ **Data Enrichment**
- ✓ **Data Stewardship Management**

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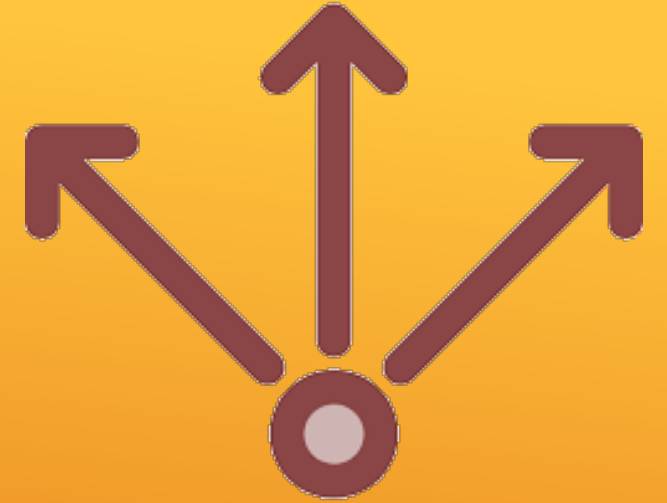
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IMPLEMENT MODERN-DAY MPI TECHNOLOGY



- ▶ Patient matching **must** be performed in real-time transactional mode – not batch mode
- ▶ eMPI **must** assign a universal patient ID to identify disparate patient records
- ▶ eMPI **must** accurately identify patient data among healthcare delivery organizations across multiple data sources

DATA STANDARDIZATION



- ▶ USPS address normalization **must** become a **minimum** industry data standardization requirement – call to action with ONC
- ▶ Address normalization is now a **proven methodology** to improve data quality and decrease duplication rates by up to 4%

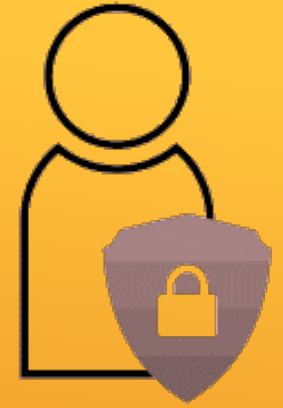
MASTER DATA ENRICHMENT

- ▶ Enhance demographic data – using sophisticated third-party referential data sources
- ▶ Ensure there are enough data attributes to precisely match – on each unique identity – in overall scoring and matching processes
- ▶ Curate missing & historical data available – on each matched identity – to further increase match rate precision when additional data sources are added to the PDMP platform



DATA STEWARDSHIP MANAGEMENT

- ▶ use a combination of sophisticated scoring and rules engine
- ▶ Skilled data management personnel
- ▶ Master referential matching & data enrichment
- ▶ Auto-merge technology to resolve exact matches & quickly decrease probable matches to <1%



ABOUT 4MEDICA

- ▶ Discovered Health Care in 1998
- ▶ Launched 4medica ClinXData Clearinghouse & Big Data Management Platforms
 - ▶ 70M Patient Identities Managed
 - ▶ 40,000 Physicians Connected
 - ▶ 6 Billion Clinical Results Processed
 - ▶ Connected to: HIEs, Payers, Hospitals, ACOs, Labs and Imaging Centers

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