

# Modernize Your Patient Care Ecosystem

Establish a Simple, Secure Patient Workflow  
with CERTIFY



**CERTIFY**  
HEALTH

[www.certifyhealth.com](http://www.certifyhealth.com)

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## I Introduction

Patient misidentification and fraud have become major headaches for the healthcare industry, leading to liabilities for healthcare providers. Healthcare fraud costs the nation about \$68 billion in losses every year – and this is just a conservative estimate. An inefficient patient workflow or authentication process can cause patient misidentification, fraud, duplication of records, insecure patient data, medical errors, and workflows that are confusing and frustrating for patients and providers.

The healthcare landscape was altered drastically by the COVID-19 pandemic. Healthcare organizations were targeted at their weakest point as they struggled to navigate a global pandemic. Scammers used the coronavirus pandemic to benefit themselves, using testing sites, telemarketing calls, text messages, social media platforms, and home visits to perpetrate COVID-19 related scams.

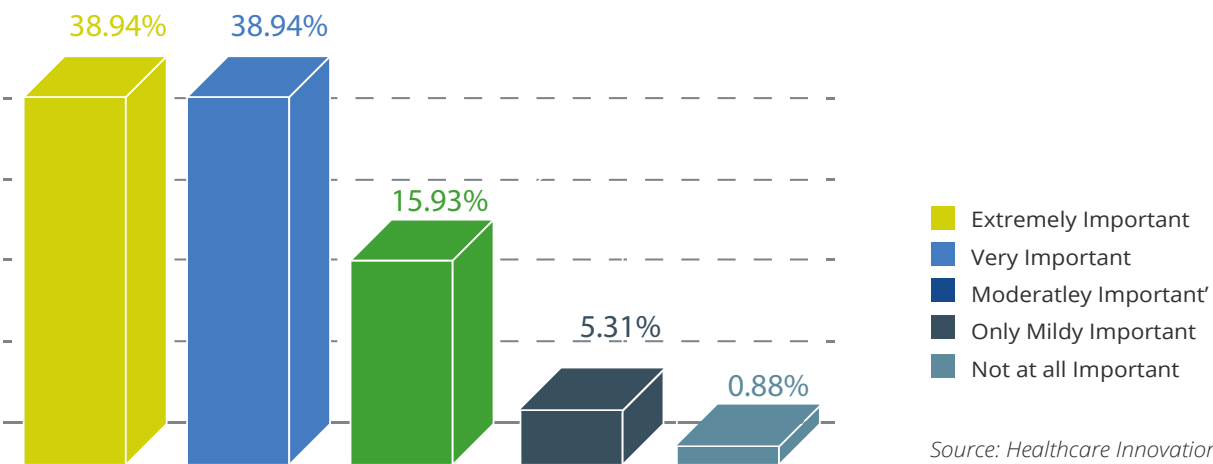
It is no surprise that the healthcare system is vulnerable to security breaches and cases of mistaken identity. Medical information is extremely valuable. It can be sold on the black market and cause significant damage, especially if credit card information is stolen alongside medical demographic information. Healthcare organizations easily fall victim to ransomware, data breaches, and account takeovers – resulting in the compromise of personal information of millions of Americans. It is crucial for healthcare organizations to modernize their patient care ecosystems. Health information technology is vital in protecting and optimizing the fragile healthcare ecosystem.

**The pandemic has made innovation crucial in all aspects of hospital operations. Given the dynamic nature of the pandemic, innovation efforts and resources are often targeted to solve pressing, time-sensitive problems that impact the immediate needs of the hospital and our patients and families. The output of these innovation activities are often simple solutions that use existing technologies and tools readily available for repurposing. We saw so many of these barriers uncovered within health care, such as lack of connectivity, digital competency, and the need for comprehensive managed workflow.**

*– Omkar Kulkarni,  
Chief Innovation Officer at  
Children's Hospital, Los Angeles*

**When asked how important data, analytics, and health information technology have been to the leaders of patient care organizations that are actively on the journey forward, so far, the answers were:**

Archaic paper and pen systems lead to a whole slew of problems: identity theft, missing important health records, inaccurate records, and human error. Patients are increasingly frustrated with outdated systems and want to ensure protection of their personal information.



**71% of patients express frustration with their healthcare experience and outdated patient workflows.**

More than 60 percent of patients prefer a digital method for filling out registration and other forms. In addition, replacing old manual verification processes with two-factor authentication and biometrics can provide powerful protection against fraud and medical errors.

A Johns Hopkins study shows that prior to COVID-19, medical errors were the third-leading cause of death in the U.S. following heart disease and cancer. Biometric authentication can help eliminate these critical medical errors and improve the patient journey. CERTIFY Health can help you transform your patient care environment and increase patient and provider satisfaction.

## It's Time for Patient Care to Evolve

Today's climate demands a patient care environment that is intuitive and easy to implement. In this volatile environment, patient engagement and experience are key areas of concern. As with most industries, customer expectations are at an all-time high. Patients will no longer accept a fragmented healthcare experience and are looking for a seamless process.

Tools that help make the patient experience easier and save time are essential in today's busy world. Appointment confirmations, online scheduling, and text reminders are just some of the ways that providers can provide convenience to their patients. In fact, according to PatientPop, 66 percent of patients would like to receive an appointment reminder via text message. Now more than ever, it is crucial for healthcare organizations to have a modern patient experience strategy. CERTIFY Health provides a seamless patient experience via digital intake solutions and biometric authentication.

With millions of users and merchants around the world, CERTIFY Health provides secure, flexible engagement solutions in a HITRUST & HIPAA compliant environment. We focus on helping healthcare organizations transform the way they engage with their patients. Organizations of all types and sizes can leverage CERTIFY solutions to optimize their patient engagement and workflows.

**Our healthcare heroes have proven their ability to adapt and overcome daily over the past 18 months. We as designers, technologists and data scientists must do the same for them and their patients.**

*- Claus Torp Jensen, PhD., Chief Innovation Officer and Executive Vice President of Research and Development and IT at Teladoc Health*





## Simplify Check-In with CERTIFY Care

Our CERTIFY Care platform simplifies the check-in process and automates the scheduling workflow. Patient engagement workflows are streamlined with a single cloud-based, modular solution. CERTIFY Health's Care platform integrates with leading biometric technologies to verify patient identity through a variety of modalities, including finger, face, palm, and retina. Streamline and secure the patient journey with CERTIFY Care.

**“The amount of frustration that has been removed from our day is insurmountable. We have over 6 million patient visits per year and have never implemented a service that improves the patient experience, streamlines workflows, saves us time, saves us money, and eliminates fraud as much as the CERTIFY platform.”**

*-Ed McCallister, CIO, UPMC*



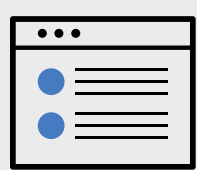
### 5.5M+ Appointments Scheduled

Millions of appointments have been scheduled using CERTIFY HEALTH



### 4M+ Enrolled Patients

CERTIFY Health has enrolled millions of patients and staff from healthcare organizations like Geisinger, UPMC, AtlantiCare, and Inspira HealthNetwork



### 3M+ Recorded Biometrics

CERTIFY has recorder millions of biometrics to ensure patient safety



## Exceed Patient Expectations with CERTIFY Care

Drive patient satisfaction with convenient and efficient intake, authorization, and communication through all aspects of the patient journey: pre-visit, arrival, and post-visit.



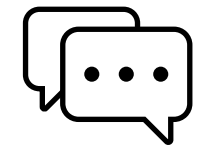
#### Pre-visit:

- ✓ Patients can quickly and easily schedule appointments from any device, anywhere.
- ✓ Before the appointment, patients can complete paperwork where and when they want to.
- ✓ Patients can register their face from home to provide biometric authentication.
- ✓ Patients can receive automated, customized reminders to get clear directions before the appointment and minimize no-shows.



#### Arrival:

- ✓ Easily check in to a self-service kiosk with facial recognition upon arrival.
- ✓ Digitize co-pay and balance collection before or after appointment.

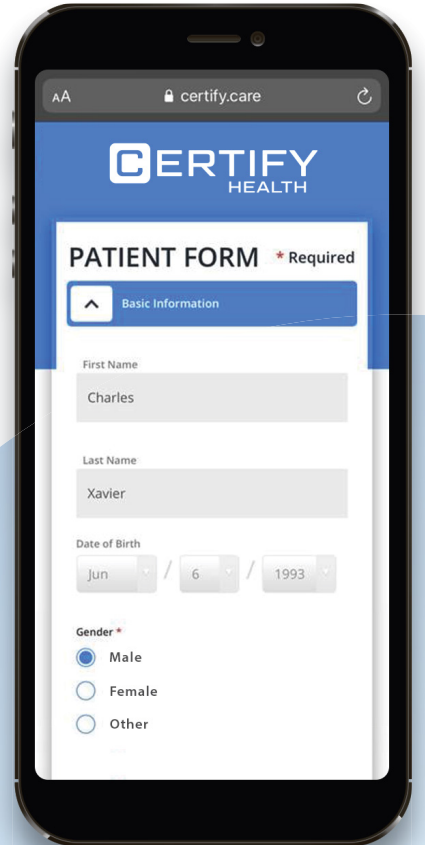


#### Post-visit:

- ✓ Providers can reach out to patients after the appointment to evaluate their experience. This allows the patient to feel heard and the provider to gain the feedback needed to improve.

## CERTIFY Care for Patients

- ✓ Patient onboarding with self-enrollment & self-scheduling
- ✓ Integrated consent forms & digital signatures
- ✓ Patient communication, including appointment reminders and surveys
- ✓ Frictionless check-in workflows
- ✓ Biometric authentication
- ✓ Text-to-pay functionality



## Ensure a Secure Workflow with CERTIFY Authentication

Privacy is extremely important to patients. User authentication plays a vital role in electronic health records (EHR) to protect patient privacy and security. Healthcare organizations need a powerful authentication system that offers patient privacy in a convenient platform. Biometric technology is perfect for the healthcare field because it uses unique data to identify individuals, making the data difficult to duplicate or fake.

In the event of an emergency where the individual is unresponsive and without identification, having a biometric system in place can help medical staff identify the person quickly. In the healthcare field, biometric data can greatly reduce potentially life-threatening errors. When a patient's information is tied to their unique biometric identifiers, it can help to ensure that critical healthcare information is linked to the correct individual.

Protect patient data and provide ease of access with our frictionless biometric authentication platform. Our platform helps you create a secure healthcare environment for your patients. With contactless workflows to verify patient identities, CERTIFY Authentication offers biometric enrollment that can be used at home or at the appointment.

## CERTIFY Authentication at Home

With our facial recognition technology, patients can conveniently register their biometrics in your database from their personal devices. Once enrolled, their face is stored in our secure HITRUST certified environment and can be used to verify their identity upon check-in. Patients can remotely check-in before their appointment with facial recognition from their personal devices.

### **CERTIFY Authentication in Office**

The day of their appointment, patients can easily check-in from mobile devices or scan their face at a kiosk for a contactless authentication experience.

## Benefits of CERTIFY Authentication

- ✓ Real-time EHR integrations
- ✓ Bidirectional with FHIR or HL7
- ✓ 24x7 Support Team
- ✓ Prevent medical fraud and errors
- ✓ Avoid duplicate patient records
- ✓ Reduce healthcare fraud
- ✓ Safeguard patient data
- ✓ Reduce medical errors and ensure that patients are receiving the right care and treatment
- ✓ Boost ROI by streamlining patient workflows



## CERTIFY Integration

CERTIFY integrates with major healthcare platforms to enable patient authentication & digital onboarding. Our network of integrations with EHRs, EMPI, & Eligibility & Benefits Verification system form a seamless end-to-end patient journey.

*At CERTIFY we make system integration simple and are committed to making every company feel safer with our cutting-edge technology.*

## CERTIFY Integration Types

- ✓ **EHR:** CERTIFY's EHR integrations provide a simplified experience for both patients & staff. We integrate data from health systems & clinical workflows for your convenience.
- ✓ **EMPI:** CERTIFY's EMPI integrations allow health systems to ensure accurate & consistent patient data, further strengthening patient care & reducing the unnecessary costs of duplicate medical records.
- ✓ **Eligibility & Benefit Verification:** Having an efficient patient portal is crucial to maintaining a modern practice. That's why CERTIFY offers an easy-to-navigate patient portal to verify eligibility, benefits, & more.
- ✓ **Certify Connect:** CERTIFY speaks every EHR language so you don't have to. Our Connect solution is a simplified API platform that enables health systems to manage multi-directional interfaces:
  - ✓ Practice management
  - ✓ Insurance eligibility
  - ✓ Billing system integrations

## CERTIFY Integration with Cerner

A CERTIFY customer since 2017, AtlantiCare uses our CERTIFY Care Platform in conjunction with Cerner, their existing EHR. Our CERTIFY Care Platform helped AtlantiCare achieve a streamlined registration workflow, including digital forms, SMS, Authentication, Consent Management, and more.

CERTIFY is:  
**18+EHRs**

Integrated into  
18+ EHRs



Code Certified  
with Cerner



In the Epic  
App Orchard

## CERTIFY Integration with Epic

Geisinger Health System is a regional health care provider to central, south-central, and northeastern Pennsylvania. Geisinger services over 3 million patients in 45 counties.

Since 2020, CERTIFY has helped Geisinger implement a seamless experience for both patients and administration staff. Geisinger integrated CERTIFY facial recognition into Epic- their existing electronic health record and administrative system. Using the workflow, patients scanned their faces when enrolling into Geisinger's system. The facial scan was then stored in the patient's electronic medical record so it would be easy to identify the patient during subsequent visits.

### With CERTIFY, Geisinger was able to:

- ✓ Eliminate Duplicate Records
- ✓ Streamline check-in
- ✓ Reduce unnecessary contact with hospital staff
- ✓ Integrate with their existing platform
- ✓ Enable patient biometrics

Geisinger has more than 4,000 individuals in their records to date, with that number increasing every day.

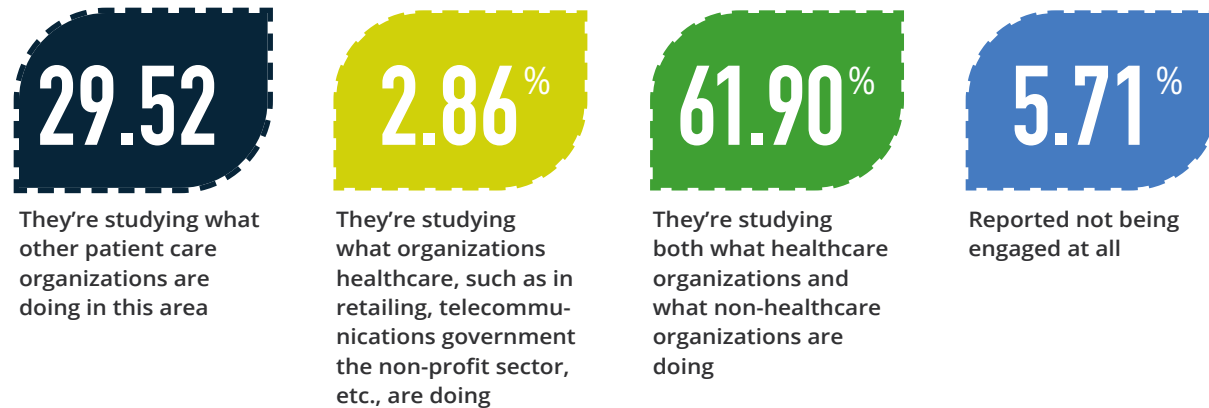
The healthcare landscape will continue to evolve, an wwww a focus will continue to be on interoperability, patient engagement, and secure patient communications. Patients will continue seeking more efficient experiences and expect modern standards of communication.

Medical practices will continue to seek improved patient satisfaction scores and will aim to improve communication with their patients. Healthcare organizations will continue to look for inspiration from other industries who are already successfully leveraging digital transformation tools.

## The Patient Care Ecosystem of the Future

The healthcare landscape will continue to evolve, an wwww a focus will continue to be on interoperability, patient engagement, and secure patient communications. Patients will continue seeking more efficient experiences and expect modern standards of communication.

### With Regard to Gaining Insights from Other Organizations:



Medical practices will continue to seek improved patient satisfaction scores and will aim to improve communication with their patients. Healthcare organizations will continue to look for inspiration from other industries who are already successfully leveraging digital transformation tools.

Electronic communication will reign supreme and healthcare organizations may begin to use chatbots, text messages, and apps to extend patient engagement beyond the conventional office visit. Biometric authentication technology will become standard practice, with unique identifiers helping to verify an individual's identity.

## A Better Patient Experience Starts with CERTIFY

Communication portals and self-service tools where patients can access treatment plans, test results, medical information, and reach their provider through secure messaging will be the focus of modern patient care. The use of authentication in records-keeping and introducing biometrics as a two-factor unique ID will have a huge impact on reducing fraud. Organizations will continue to seek ways to secure information and simplify the user experience.

CERTIFY is used by top companies in every industry to modernize visitor and vendor management. Our integrations help you achieve better security and modernize your patient care ecosystem for a safe secure environment. With our solutions, your organization can find a better, more efficient way to work.

To learn how CERTIFY can help your company modernize your patient care ecosystem, visit [www.certifyhealth.com](http://www.certifyhealth.com) or connect with us on Facebook and LinkedIn.



# Patient authentication has never been easier.

Leverage facial recognition  
for a simplified check-in experience.

Learn more about patient authentication at  
[www.certifyhealth.com](http://www.certifyhealth.com)

