4medica®
One Patient...One Record

Lab Data is Gold

THE COSTS OF MUDDY DATA

Labs receive patient data from multiple sources leading to patient matching records, and higher risk of missing important laboratory results.

Some labs have patient duplication rates of 30% or more.

Patient duplicates can wreak havoc on a lab's finances through:

- Operational inefficiencies
- Increased payment denials
- Declining patient collections
- **Inaccurate billing**
- **Loss of business**
- **Missing test results**

Most importantly, poor patient matching can result in **worse clinical outcomes** because **70% of clinical decisions today are based on lab results.**

DOWN THE DUPLICATION DRAIN

A commercial lab in Pennsylvania with a **30% duplication rate** incurred costs of **>$1,500** to resolve duplicates, and experienced **payer denial rates** of more than 30% until they lowered their **duplication rate to <1%** using the **4medica eMPI 4-layer process.**

HOW DATA QUALITY CAN DRIVE REVENUE

Labs that can reduce errors such as patient duplications will see the value of their data increase.

By turning **data mud into data gold**, labs not only **increase the value of their data** to potential buyers, they also can **improve collections** from payers and patients, **better compete** with large labs to win payer contracts, and **improve patient engagement** by providing consumers with easy access to their health records.

THE 4MEDICA SOLUTION

4medica's MPI-as-a-Service 4-layer process runs an organization's data through a **patented identity resolution engine** and applies **AI and ML technology** to reduce duplication rates to as low as 1% -- **guaranteed!**

Reach out today to learn more.

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