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# Top reasons why patient identification matters

## *for* Chief Experience Officers

"When you admit someone on the wrong patient record, they can lose faith in the rest of the system and process — and when there's that loss of trust, we can't win that back."

- Travis McKee,
Senior Application System Analyst
at University of Utah Health

As your organization's CXO, you own the patient experience – safety, quality, and satisfaction. It's your strategic imperative to increase trust through positive perception. And that perception starts at registration with accurate patient identification.

Being able to identify patients with 100% accuracy is crucial in healthcare. Biometric identification gets healthcare closer to 100% than any other medium or manual process.

### Your solution – biometric identification

Biometric identification is a far more accurate patient identification approach than traditional methods. Biometrics do not change over the course of a patient's lifetime and cannot be duplicated or forged.

Imprivata PatientSecure is such a biometric solution. It's a positive patient identification platform that creates a 1:1 match between individual patients and their unique medical records. It can be especially vital in critical care situations where a patient might be unresponsive. Imprivata PatientSecure integrates directly with a healthcare facility's EHR, ADT, EMPI, and other HIS systems.



1. Biometric enrollment creates a 1:1 link to MRNs from multiple clinical systems

2. Securely and accurately identifies patients at any point of care directly from the registration screen

3. Retrieves the correct record from appropriate clinical systems

**Biometrics contributes unique benefits to each organization in the healthcare continuum. You can get specific information for your leaders in:**

- **Clinical Informatics**
- **Clinical Management**
- **Health Information Management**
- **Information Technology**
- **Patient Access**
- **Patient Experience**
- **Quality**
- **Revenue Cycle**

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## Proven benefits

Biometrics can help your organization:

- Streamline registration by correctly identifying each patient and automatically connecting the patient with the accurate medical record. Post-registration, patients can be reassured that their doctors are fully informed for each appointment through accurate biometric identification

- Improve patient safety and loyalty by stopping misidentification at the source – registration. Staff and patients can rest assured that retrieved medical records will deliver the correct information for the correct care

- Protect personal patient data by reducing the risk of breaches. To a hacker, a patient's medical data is more valuable than credit card information. Biometric identification technology has been key in helping hospitals overcome identity theft and insurance fraud challenges

## Next steps

Seeing is believing. Let Imprivata demonstrate the proven benefits of biometrics. Be one more confident CXO that adds to the 10M+ patients that have been enrolled with Imprivata PatientSecure.

Request a demo today and we'll schedule at your earliest convenience.

**Call:**  781-674-2700, Select option 1

**Click:** https://security.imprivata.com/request-demo.html

**Email:** salesinfo@imprivata.com

Visit www.imprivata.com/patientsecure to learn more about why patient identification matters.

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