experian™

Data quality for healthcare

Connect members with accurate, valid, and trusted contact data

Now, more than ever before, accurate contact information is critical to engaging with individuals. Especially now in the aftermath of the pandemic, fewer people are engaging in person and contact data is constantly changing. That's where we come in. Experian is the global and trusted leader in providing quality data to clean and update existing contact data, so that you can reach your members even if what you have is inaccurate or their information has changed.

Why now? Data quality for healthcare

In light of the Centers for Medicare & Medicaid Services (CMS) lifting the Covid-19 continuous enrollment requirement effective April 2022, it is critical to have the best, most accurate, and up-to-date contact data across individuals. What's more, the CMS has published recommended strategies to maintain coverage for eligible patients, much of which relies on updating contact data. The bottom line? Experian can help you verify and append phone, address, and email data to give you many ways to reach vulnerable individuals and ensure fair and equitable coverage for those who need it.

Data validation fit for healthcare

Address validation

Our address validation solution uses the latest USPS® data to verify a physical address, to ensure any roster data is delivery point validated (DPV) and standardized.

National Change of Address (NCOA)

The NCOALink® service cleanses, standardizes, and updates individuals' data using the latest USPS® change-of-address data over the last 48 months.

Phone validation

Phone validation identifies whether the roster data has accurate and valid phone numbers. It also detects if the phone number is a landline or mobile, so that you can determine the best way to contact an individual whether it be via call or text.

Phone append

Phone append will provide uplift in the number of records that have an accurate phone number. It finds the best most up to date phone number for individuals by matching names and mailing addresses from the contact list with phone data. Our phone append service also provides a validated phone number with phone type indicator such as landline or mobile.
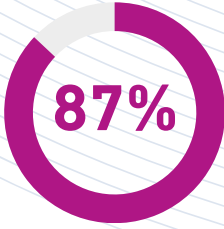
87% of leaders say that data quality is **fundamental to the core of their business operations going forward**

–The Data Quality Imperative Data Management Research Report

What's new: Email validation and appends for healthcare

We are at a unique point in healthcare as digital-first interactions become both a priority and preference for individuals. Accurate and validated email data can help you reach them more effectively through easy-to-use, digital channels. By identifying the best email to contact individuals, you can improve your outreach to deliver critical messaging, providing a positive experience while being more cost-effective.

Experian brings 20 years of experience working with email data and can provide guidance to help you maximize your outcomes. Annually our services safely and securely process hundreds of millions of emails for thousands of clients. Our CCPA compliant database has been curated over the course of two decades and consists of 1.6 billion unique email addresses attached to over 200 million postal records, all 100% opt-in and volunteered by the consumer. The breadth of these capabilities help us identify ways to improve your ability to connect with individuals.

Email validation

Email validation helps you confirm email deliverability and improve outreach performance. This solution identifies incorrect, undeliverable, or harmful emails.

Email append

Experian's email append service pulls from a digital identity database of consumer emails which can be matched to individuals' names and postal addresses. Then, with our services, we are able to identify the best consumer emails that include factors like recency of creation and frequency of use.

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