



Streamlining Identity Verification in Healthcare





In today's digital age, healthcare consumers expect the same seamless and personalized experiences they receive from industries like retail and finance. However, traditional identity verification methods in healthcare are often cumbersome and frustrating, leading to patient dissatisfaction and registration abandonment.

The need to balance security with user experience is crucial, especially with the rise of digital healthcare services. Fraudsters exploiting identity data to create fake accounts pose a significant threat, making it imperative for healthcare organizations to implement robust yet user-friendly identity verification processes.



Acquire Patients and Members Faster:

Encourage consumers to do business with your organization by making it fast and painless to register an account.

INTRODUCING LIGHT VERIFICATION BY PING IDENTITY AND ID DATAWEB

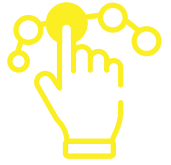
To help healthcare leaders deliver a better identity verification experience, Ping Identity and ID Dataweb have developed an innovative Light Verification solution. This new solution drastically reduces the need for government IDs, offering a user-friendly and secure way to verify identities.

VERIFY WITHOUT FRICTION

[Light Verification](#) uses a combination of mobile matching (MM), dynamic knowledge-based authentication (KBA), document verification, and voice biometrics to achieve up to a **95% verification rate**. This solution gives consumers every opportunity to prove their identity during critical account opening and password reset processes.

Different fraud prevention and identity data sources are better for different use cases. [ID Dataweb's AXN platform](#) provides options to pick the best in breed provider for each use case. Using Ping Identity's no-code orchestration engine, administrators can create identity verification workflows using the options listed below. If risk is detected, the workflow can include step-up options, such as dynamic KBA or government ID. This streamlined process ensures that only authorized individuals access healthcare services and information, enhancing consumer trust and satisfaction.

Flexible identity verification helps make it easy for those that need it:



- Elderly members/patients can have challenges with UX-heavy identity proofing approaches like capturing quality images of documents and biometrics.
 - Underserved members/patients can have challenges with identity proofing approaches that rely on credit bureau and ownership history.
-



FEATURES

MobileMatch (MM):

- Uses mobile devices to verify identity by comparing authentication requests with registered devices.
- Requires only basic information like name, address, and cell phone number.

Dynamic Knowledge-Based Authentication (KBA):

- Verifies identity by asking specific questions only the user is likely to know.
- Provides an additional layer of security without adding significant friction.

Document Verification:

- Validates the authenticity of identity documents such as passports or driver's licenses using automated technology.
- Ensures documents are legitimate and match the user's provided information.

Voice Biometrics:

- Authenticates individuals based on their unique vocal characteristics.
- Adds another secure and convenient verification method.

Government ID:

- Leverages government IDs to enhance security and prevent identity fraud during high-risk transactions and account recoveries.
- Authenticates individuals by comparing the document with a selfie or live video of the user.

No-Code Identity Orchestration:

- Allows for quick design and launch of identity verification workflows using a drag-and-drop approach.
- Optimizes interactions through analytics and A/B testing.



VERIFICATION WORKFLOWS TO MEET EVERY PREFERENCE

By implementing the Light Verification solution, healthcare organizations can significantly improve their identity verification processes, ensuring both security and a superior consumer experience all while reducing costs. This solution not only helps in acquiring and retaining patients and members, but also in maintaining a strong, trustworthy reputation in the increasingly competitive healthcare market.

BENEFITS

Enhanced Patient and Member Experience:

- Reduces wait times and eliminates repetitive checks, fostering a positive interaction with healthcare services.
- Offers a seamless registration and verification process, increasing satisfaction and loyalty.

Improved Security and Assurance:

- Ensures robust security protocols are maintained without sacrificing user experience.
- Prevents fraud and account takeovers, protecting sensitive health data.

Cost Reduction:

- Uses two of the least expensive methods (MobileMatch and KBA) to achieve high verification rates.
- Reduces operational costs associated with manual verification processes.

Faster Consumer Acquisition:

- Simplifies the registration process, reducing user abandonment and speeding up onboarding.
- Builds trust and confidence in the healthcare provider's ability to safeguard patient information.

Flexible Verification Options:

- Provides a range of verification methods to meet diverse consumer needs, including those of elderly or underserved populations.
- Ensures everyone, regardless of their technical abilities or access to traditional identification documents, can easily verify their identity.





GET STARTED WITH A BETTER VERIFICATION EXPERIENCE TODAY

It's time to deliver an identity verification experience that won't drive new patients and members away. Contact us to get started or read our blog [Improving Healthcare Identity Verification Experiences](#).



About ID Dataweb

ID Dataweb provides cross-channel digital trust to prevent account takeover and account opening fraud. As organizations move towards 100% digital interactions with their users, they need to ensure that the digital person on the other end of the line is the physical person they expect, whether a customer, partner or employee. ID Dataweb provides a frictionless yet highly-secure process to provide that digital trust with the user by verifying their identity to the highest level of assurance. For more information, visit iddataweb.com.



About Ping Identity

At Ping Identity, we believe in making digital experiences both secure and seamless for all users, without compromise. That's digital freedom. We let enterprises combine our best-in-class identity solutions with third-party services they already use to remove passwords, prevent fraud, support Zero Trust, or anything in between. This can be accomplished through a simple drag-and-drop canvas. That's why more than half of the Fortune 100 choose Ping Identity to protect digital interactions for their users while making experiences frictionless. Learn more at www.pingidentity.com.