The Hidden Costs of Inaccurate Patient Identification

In healthcare, accuracy and precision are more than priorities —they're lifelines. Yet, one of the most overlooked challenges in healthcare systems worldwide is the issue of patient misidentification.

Patient misidentification is more common than many realise, with research showing that approximately 10% of patient records are duplicates. Errors in contact data—such as names, dates of birth, or addresses—often lead to mismatches or inaccurate identification, which can create risks throughout the patient's care journey. These issues extend beyond registration desks, impacting financial, operational, and patient safety outcomes across the healthcare system.

While they may appear to be minor administrative errors, inaccuracies in patient identification carry hidden costs that ripple through every aspect of healthcare.

This infographic explores these challenges and demonstrates how modern ID verification solutions can be a game-changer for healthcare organisations, helping combat fraud, build trust, and ensure a secure, seamless experience for both patients and providers.

Schedule a Demo

Compromised Safety

Misidentified patients risk receiving incorrect treatments, medications, or diagnoses due to record mix-ups or mismatched test results.

Disruption of Revenue Cycle

Poor data quality causes billing errors, claim denials, and delays, leading to revenue loss, administrative bottlenecks, and higher operational costs due to inaccurate patient intake.

Inaccurate **Data** Issues

5

Without contact data verification, patient details can quickly become outdated and inconsistent leading to errors.

Poor **Patient Experience**

Slow check-ins and frequent administrative errors can frustrate patients, while a lack of trust in data accuracy makes personalised care more difficult.

Increased Operational Inefficiencies

Inaccurate patient records cause inefficiencies, including time wasted on corrections, care delays from re-verification, and poor communication between departments due to flawed data.

Erosion of Patient

Patients expect accurate care, and repeated identification errors can damage trust and loss of confidence in the healthcare system.

Risk of

Without an efficient eIDV service, providers may struggle to accurately match patients to a single record, increasing the risk of duplicate records and administrative confusion.

Duplicate Records

Compliance and Risk Reduction

Without automated eIDV, organisations face a higher risk of non-compliance with data privacy regulations, increasing the likelihood of costly penalties.







About Melissa

Since 1985, we have been global leaders in data hygiene, address verification and identity resolution, helping over 10,000 businesses worldwide harness accurate data for a more compelling customer view.

Our industry-leading solutions have processed over 1 trillion address, email, name, and phone records.



1. Address Innovation Since 1985



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Unique Melissa Address Key (MAK) Technology



5. Compliance Certifications



Countries & Territories

250+

Addresses Verified Weekly

<u>~~</u>

1985

Est.



Customers Worldwide

800 635 4772