

# 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](#)



# 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



**250+**

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Addresses Verified Weekly



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