

## Telified™

### HEALTHCARE

#### IDICIA IS YOUR LINK TO AUTHORITATIVE CONSUMER DATA

The healthcare industry is facing unprecedented levels of risk. Medical identity theft has serious consequences, not only in monetary damages, but in compromised personal medical records that can result in misdiagnosis, wrong treatments, or wrong prescriptions. Experts agree there is no single solution that will eliminate medical identity theft, but they emphasize the industry needs to look at broad issues like enrollment and authentication.

The healthcare industry is also becoming a much riper target because attackers are able to sell large batches of personal data for profit. The data for sale includes names, social security numbers, dates of birth and billing information. Furthermore, experts estimate patient identity information is worth 10 times more than credit card data on the black market.

Healthcare needs to leverage some of the best practices the financial sector has put in place. Telified has proven invaluable to e-commerce and financial service partners, helping them reduce the impact of fraud and theft, but even more importantly, improving the experience for good customers by streamlining their processes for good customers.

Medical identity theft is the fastest-growing form of identity theft with more than 1.84 million victims through 2014, growing at a rate as high as 19% annually. Experts see a parallel between the financial services' experience with e-commerce fraud and the new challenges facing the healthcare industry.

One of several techniques experts suggest to establish and verify patient identity is to use third-party data services like Telified to corroborate and verify the contact data supplied by patients. Telified is an easy-to-use service from a HIPAA compliance focused company that already serves as a Business Associate to some of the largest healthcare companies in the world.

#### CONTACT

#### INFORMATION

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Payer or Provider Needs  
to Verify Identity of  
Subscriber or Patient

Send Telified Platform:

- Name
- Street Address
- Phone Number

Variable  
Confirmation  
Levels

### Summary:

A payer or provider needs to confirm subscriber or patient's identity. They input new or current subscriber/patient phone, name and address and collect consent to verify the information. Name, address and phone number are sent to IDICIA's Telified system which returns one of the verification confirmation responses listed below as to the identity from either a credit bureau (which uses banking records) or the consumer's phone company. Additional optional verifications are supported by using the consumer's SSN or date-of-birth.

Numeric Response	Verification Result Description	High Chance of Fraud	Low Chance of Fraud	Very Low Chance of Fraud
-3	the telephone number is not valid	✓		
-2	no information is available for this individual *	<b>Unknown</b>		
-1	the telephone number supplied has been disconnected	✓		
2	the telephone is active but none of the name and address information matched	✓		
4	the last name and telephone number match (but not the address)		✓	
6	the last name, city, state and telephone number match (but not the address)		✓	
7	the street address, city, state and telephone number match (but not the name)		✓	
8	the last name, street address, city, state and telephone number match			✓
10	all elements passed match (first, last, address, city, state and phone number)			✓

\* this person may not have much credit or their phone company may not support verification

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