

Webinar

Bridging the Digital Identity Healthcare Divide

The Critical Role Identity Verification Plays in Delivering Frictionless, Secure, and Compliant Telehealth Services



Inci Kaya Strategic Adviser Aite Novarica Group



Kyle Rao CEO Secure Medical



Eric Leiserson

VP Research & Marketing

IDology



- Welcome and Introductions
- Trends affecting digital health customer experience
- Impact of digital fraud and identity theft in the age of COVID
- Implications and actions for your business
- Case Study: How one digital health care provider utilizes identity verification
- Key Takeaways



Welcome and Introductions

Founded in 2003

Leading INNOVATOR in identity verification and authentication

HIGH GROWTH,

a GBG company

Anti-Fraud Consortium NETWORK

Dedicated FRAUD TEAM utilizing machine learning

a GBG company

THOUSANDS

of clients

Headquarters in ATLANTA, GA

99% client retention rate

MILLIONS of identity attributes

UNIQUE scan and mobile solutions



Welcome and Introductions

SECURE Medical

Welcome and Introductions

Aite Novarica

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Trends affecting digital health customer experience

Online services are a critical channel for businesses Fraud casts a shadow over the customer experience



- 83M have signed up for online services that were once done in person since COVID-19, 94% Plan to Continue Using Some or All
- 22M Have Signed Up for Online Healthcare Services in Last 12 Months
- 2M report a healthcare account opened without their authorization

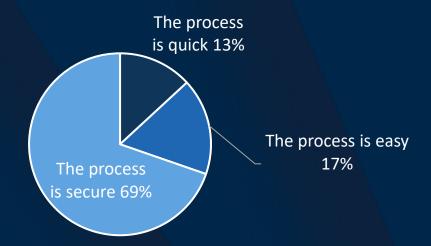
Source: Fourth Annual Consumer Digital Identity Study, IDology, 2021



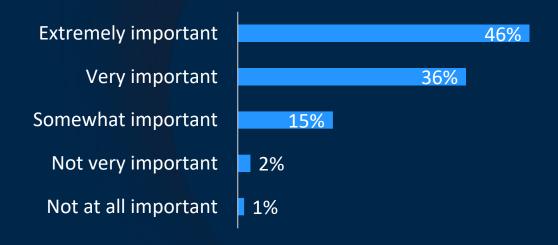
Trends affecting digital health customer experience

Security is most important to 70% of Americans when they sign up for a new account online

When you open a new account online, which is most important to you?



How important is it to trust a company to effectively and smoothly verify your identity during a new account opening experience?



Source: Fourth Annual Consumer Digital Identity Study, IDology, 2021



Trends affecting digital health customer experience

96 million consumers

expect fraud attempts to increase this year

79% of businesses

expect fraud to increase this year

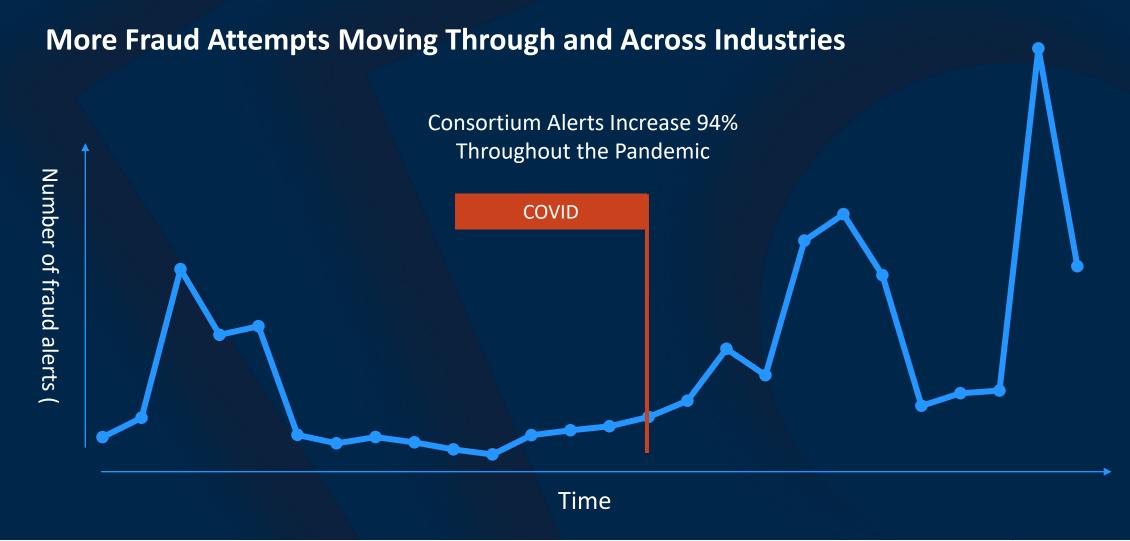
35% "significantly"



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Impact of digital fraud and identity theft in the age of COVID



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Implications and actions for your business



Question	Impact and Actions
What does all this mean for you?	 Your business is bleeding revenue You are missing out on new orders You are risking getting tangled up in fraud through your call center or digital platform You send the wrong customer the wrong product –yikes.
What risks do these pose to your business?	 Your clients or prospects abandon their shopping carts because they are uncomfortable providing their identity info, and unsure the process is secure They are unhappy if the transaction isn't quick and easy Your company name is associated with fraudulent activity and gets a bad rap.
What actions do you need to be taking today?	 Stop the bleeding Get new orders back by replacing customer uncertainty, with a secure identity verification process Offer an easy, quick and painless Amazon like customer shopping experience Spare yourself fraud headaches Get the right customer their correct order Filter out the bad actors whether they try to come in via call center or online platform
What specific recommendations can you suggest to your team?	 Look at options, weigh cost and benefits Run data studies to evaluate findings, in other words, a test run Apply the scientific method - do a pilot for six months and compare results.



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Case Study: How a digital health care provider utilizes identity verification



Challenge:

Ensure the correct patient receives the correct service or via its call center, online portal, or any future channels without adding friction to the customer experience and undermining compliance.

Business Goals:

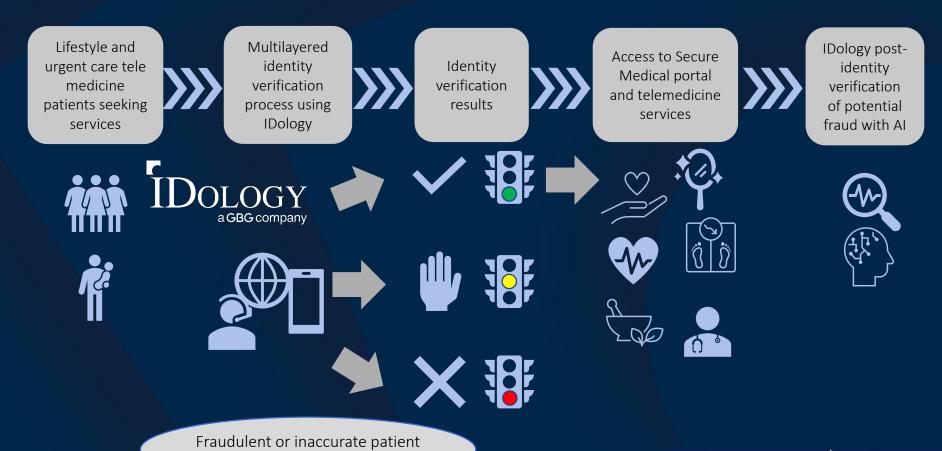
- Enable a Frictionless Experience and Minimize False Positives
- Deter Fraud and Mitigate Cyber Security and Risk Losses
- Maintain Compliance and Facilitate Trust





Case Study: How a digital health care provider utilizes identity verification

identities do not gain access







Case Study: How a digital health care provider utilizes identity verification

Identity verification benefits not just digital businesses and their customer engagement channels but also boosts consumer experience



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Key Takeaways

- Don't leave money on the table mitigate customer uncertainty with secure identity verification processes
- Offer easy, quick and painless Amazon like shopping experiences
- Spare yourself fraud and compliance losses and headaches
- Get the right customer their correct order
- Filter out bad actors whether they come in via call center or online

Check out the case study



IMPACT BRIEF

+1 617 794 8579 ikaya@aitegroup.com

IDology: Secure Medical Case Study

Until 2020, the digital care delivery channel, namely telehealth or telemedicine, was a novelty on the sidelines of care delivery. The COVID-19 pandemic transformed the traditional doctorpatient relationship overnight, requiring a dramatic shift in how patients engage with their healthcare providers. Telehealth was ready at the wings to prop up a care delivery model at a moment's notice for individuals, enabling them to seek health services without undue exposure to viruses in physical medical settings. While 2021 has brought vaccinations and hope, the convenience of telehealth is here to stay, thanks to the convenience that digital channels offer.

As the digital channel proliferates, so too does the need to verify the identity of consumers seeking health and wellness products and services. For health plans and healthcare providers the digital care delivery channel promises customer satisfaction and improved patient experience, but only if they can have an accurate portrait of the person, or persons, seeking to use their services. Digital identity verification frees the individual from being tethered to a physical location to access healthcare and prescriptions. It makes those services accessible by anyone, anywhere, and anytime with a connected mobile device, internet access, and reliable

This report is a case study that showcases the role of identity verification in a telehealth service provider setting and highlights best practices and lessons learned. To build the case study, Aite Group conducted in-depth interviews with IDology executives, received a demo of its offering, and interviewed Secure Medical executives to understand their experience regarding identity verification as an evolving and strategic component of their telemedicine services. The key takeaway for healthcare providers and telehealth services, as well as health plans' patient-facing portals, is that identity verification is not a once-and-done project but is rather a dynamic ongoing activity that requires frequent updates so that it is equipped with evolving ID theft and synthetic identity threats. Done correctly, having multiple layers of identity verification strengthens security and can serve as a competitive differentiator.

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Modern Identity Verification Design and Technology

