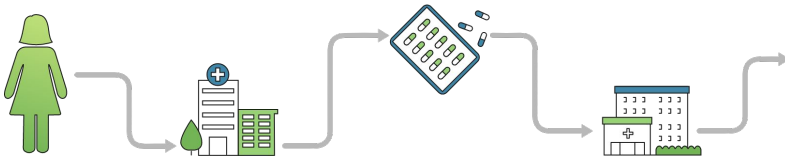# Specialty pharmacy linkage

Use case: HealthVerity Census

Challenge

A top 20 biotech company with speciality therapies on the market must identify where patients are in their journey to treatment in order to provide the right support services and improve access.

Even after building a robust ecosystem to improve the patient experience, the company **could not connect** important touch points across the patient's healthcare journey. It **lacked visibility** into the sequence of events surrounding prescription fills such as payer authorizations, hub or pharmacy routing, pharmacy changes and financial assistance program enrollment. The company needed a comprehensive view of the patient that connects all relevant touch points across care.

Access a more comprehensive patient journey.

Solution

The company used HealthVerity Census to de-identify patients' personally identifiable information (PII) and assign a unique but persistent identifier called a HealthVerity ID (HVID). HVIDs provide anonymized and **HIPAA-compliant linkage** between all parties in their patient management ecosystem.

The company now has **one view** of the patient journey across their supplier ecosystem and can more effectively provide the right programs to speed up access to therapy.

It can also link the HVID-enabled patient data to HealthVerity Marketplace, an interoperable ecosystem comprised of more than 150 billion transactions from 60+ major data providers. The patient journey can be appended with key attributes like SDoH, prior therapies, media touch points and more.

About HealthVerity Census

HealthVerity Census is the first step in driving a data strategy that's built upon data activation, data interoperability and patient longitudinality. It leverages a state-of-the-art SaaS de-identification solution to activate internal touchpoints and data isolated in silos across the enterprise.

Real-time identity resolution

20x more accurate matching

HealthVerity Census software connects the patient journey securely across your network.

Link to major data types

- ✔ **EMR data**
- ✔ **Hospital chargemaster data**
- ✔ **Lab results**
- ✔ **Closed payer claims**
- ✔ **Media data link**
- ✔ **Pharmacy claims**
- ✔ **Medical claims**
- ✔ **Grocery and consumer data**
- ✔ **Imaging**
- ✔ **Biospecimens**