

# Positive Patient ID improves outcomes and experience.

64%

of healthcare leaders

say they have difficulties matching records.



## Maria Garcia gets her annual mammogram.



✓ Sunrise Medical uses **touchless biometrics** to positively identify patients and link to their correct record.

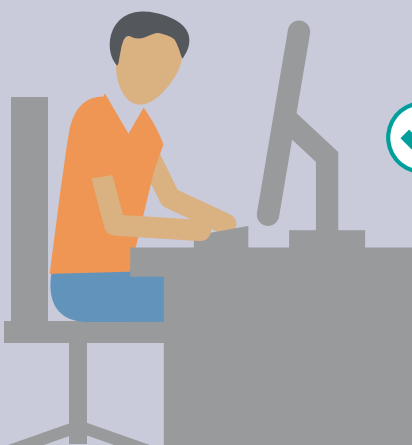
✗ 10% of patients are misidentified when they check in for medical care.

## Beyond the stats are stories of real people like you and me.

✗ With manual processes, registration staff could mistype identifiers like DOB, i.e., 5/9/56, and select the wrong patient record.



✓ Because Maria Garcia, DOB 5/9/65 was identified using biometrics, the Patient Access representative was able to connect her with her correct medical record and send her along to the mammography center for her exam.



✓ Maria's mammogram report is successfully linked to her correct medical record.

✗ If the wrong record is selected at the start, reports or medical info can be attached to incorrect records, leading to overlaid records — and more problems.

✗ If a patient is not informed at all or in a timely way about an abnormal test result, illnesses or conditions like cancer could go unnoticed — and untreated.



✓ Maria's mammogram reveals an abnormality. Mammography center sends the results to her provider. Maria receives a call from her provider explaining results and course of action.



✓ Maria schedules an appointment for additional tests.

✗ Repeat tests due to misidentification can delay necessary treatment, increase unnecessary safety risks (i.e., additional radiation) and prove costly to health systems overall.

## Six months later.



✓ Maria's disease was caught in an early stage and successfully treated.

Prevention often costs less than treatment, physically and emotionally.

## Conclusion:

Positive patient identification improves patient experience and outcomes.

### With positive patient identification

- ✓ Better outcomes and patient experience
- ✓ Fast and accurate results
- ✓ Streamlined, efficient interactions
- ✓ Increased patient satisfaction and loyalty

### Without positive patient identification

- ✗ Poor outcomes and patient experience
- ✗ Potential health risks due to delayed diagnosis and treatment
- ✗ Patient anxiety, dissatisfaction, mistrust, and churn
- ✗ Healthcare IT expense to correct records