



Patient Data Health Checklist

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Use this checklist to identify patient data challenges that may be impacting care delivery, revenue cycle performance, compliance, analytics and operational efficiency.

Data Integrity & Standardization

- ☐ Standardize formatting for patient names, addresses, emails and phone numbers.
- ☐ Validate patient data at the point of registration/capture.
- ☐ Identify incomplete or inconsistent patient records in EMR/EHR systems.



Address Data Quality

- ☐ Use address autocomplete to minimize entry errors during patient intake.
- ☐ Validate and standardize addresses to USPS® and Project US@ specifications.
- ☐ Regularly cleanse, update (NCOA) and append ZIP+4® to support accurate claims and reduce denials.



Email Verification

- ☐ Perform syntax validation to ensure emails follow correct formatting.
- ☐ Use an email verification API to check if the domain exists and the email is active.
- ☐ Assess domain risk, reputation and blacklist status for patient communications.



Phone Number Verification

- ☐ Standardize phone number formatting using international standards.
- ☐ Validate phone numbers through a phone verification API (carrier and status).
- ☐ Flag high-risk phone numbers (e.g., virtual or VoIP numbers often used in fraud).



Duplicate Management & Identity Resolution

- ☐ Identify and reconcile duplicate patient records across systems, facilities and time.
- ☐ Implement matching and identity resolution to create a single patient/golden record.
- ☐ Keep patient data consistent across EMR, billing, care coordination and engagement systems.



Data Freshness & Maintenance

- ☐ Automate patient data updates where possible (change of address, contact changes).
- ☐ Monitor stale or outdated patient records.
- ☐ Regularly review data retention and HIPAA compliance policies.



Analytics, Population Health & AI Readiness

- ☐ Trust the patient data used for reporting, risk stratification and forecasting.
- ☐ Ensure AI, clinical decision support and automation tools use accurate patient data.
- ☐ Monitor data quality KPIs across clinical, revenue and operational systems.



Customer Intelligence & Data Enrichment

- ☐ Enrich patient records with additional verified demographic and location data.
- ☐ Fill gaps in patient profiles to improve care coordination and outreach.
- ☐ Improve segmentation, population health analytics and resource allocation with enriched data.



How Melissa Helps You Score "Excellent"

- ✓ Address Verification – USPS®/Canada Post + global datasets, autocomplete, ZIP+4 rooftop geocoding, and Project US@ alignment
- ✓ Email & Phone Verification – Real-time/batch, domain risk, carrier status, fraud flagging
- ✓ Duplicate Management & Identity Resolution – Fuzzy matching, golden patient records
- ✓ Data Freshness & Enrichment – Automated updates, NCOA, demographics, gap filling
- ✓ Analytics/AI Readiness – Profiling, verified data for trusted AI and segmentation
- ✓ HIPAA/HITECH & SOC 2 compliant solutions designed for protected health information

Understanding Your Patient Data Health

Next Steps:

If you've checked any of the boxes above, there may be opportunities to improve the quality, accuracy and completeness of your patient data. Addressing these challenges can help strengthen care delivery, reduce claim denials, and support compliance, analytics and operational decision-making.

Excellent

22-24

Supports better care, analytics, AI and operational growth.

Good

18-21

Provides a strong foundation for clinical and business decisions.

Fair

13-17

Some data quality gaps may limit insight and care coordination.

Needs Work

8-12

Data challenges may impact efficiency, billing and compliance.

High Risk

0-7

Poor data quality may affect patient safety, revenue and outcomes.

Ready To Improve Your Score?

[Book a Free Data Health Review or Personalized Demo](#)

About Melissa

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. More than 10,000 clients worldwide in arenas such as retail, education, healthcare, insurance, finance, and government, rely on Melissa data quality and ID verification software, including data matching, validation, and enhancement services to gain critical insight and drive meaningful customer relationships.