The Hidden Costs of Inaccurate Patient Identification

In healthcare, accuracy and precision are more than priorities —they're lifelines. Yet, one of the most overlooked challenges in healthcare systems worldwide is the issue of patient misidentification.

Patient misidentification is more common than many realize, with research showing that approximately 10% of patient records are duplicates. Errors in contact data—such as names, dates of birth, or addresses—often lead to mismatches or inaccurate identification, which can create risks throughout the patient's care journey. These issues extend beyond registration desks, impacting financial, operational, and patient safety outcomes across the healthcare system.

While they may appear to be minor administrative errors, inaccuracies in patient identification carry hidden costs that ripple through every aspect of healthcare.

This infographic explores these challenges and demonstrates how modern ID verification solutions can be a game-changer for healthcare organizations, helping combat fraud, build trust, and ensure a secure, seamless experience for both patients and providers.

Schedule a Demo

Compromised **Patient** Safety

Misidentified patients risk receiving incorrect treatments, medications, or diagnoses due to record mix-ups or mismatched test results.

Disruption of Revenue Cycle

Poor data quality causes billing errors, claim denials, and delays, leading to revenue loss, higher operational costs due to

Inaccurate Data Issues

Without contact data verification, patient details can quickly become outdated and inconsistent leading to errors.

Poor Patient Experience

Slow check-ins and frequent administrative errors can frustrate patients, while a lack of trust in data accuracy makes personalized care more difficult.

Increased Operational Inefficiencies

Inaccurate patient records cause inefficiencies, including time wasted on corrections, care delays from re-verification, and poor communication between departments due to flawed data.

Erosion of Patient

Patients expect accurate care, and repeated identification errors can damage trust and loss of confidence in the healthcare system.

Risk of **Duplicate** Records

service, providers may struggle to accurately match patients to a single record, increasing the risk of duplicate records and administrative confusion.

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costly penalties.

Reduction Without automated eIDV, organizations face a higher risk of non-compliance with data privacy regulations, increasing the likelihood of



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Compliance

About Melissa

As the leader in identity verification and data quality, Melissa combines decades of experience with unmatched technology and global support to offer solutions that quickly and accurately verify identities in real-time. Melissa is a single-source vendor for address management, data hygiene and identity verification solutions, empowering businesses all over the world to effectively manage their data quality.



1. Address Innovation Since 1985



2. Multisourced Reference Data



3. Advanced Address Corrections



4. Unique Melissa Address Key (MAK) Technology



5. Compliance Certifications



250+

Countries & Territories



3.3B

Addresses Verified Weekly



1985

Est.



10,000+

Customers Worldwide