



Webinar

Bridging the Digital Identity Healthcare Divide

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



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Agenda

- **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



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

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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



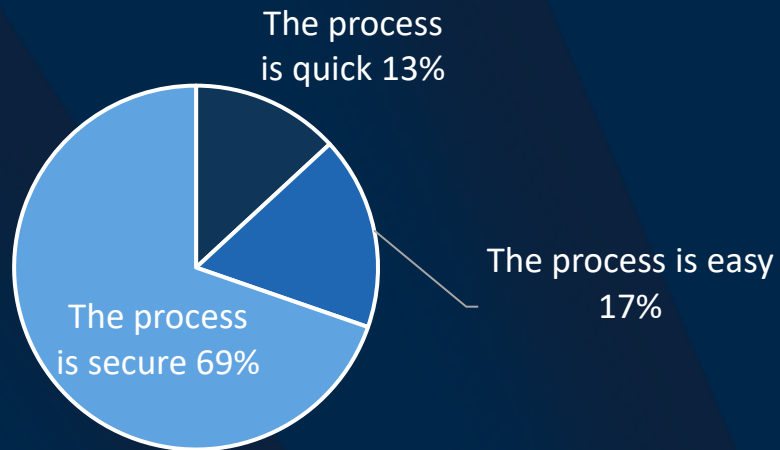
- 83M have signed up for online services that were once done in person since COVID-19, 94% Plan to Continue Using Some or All
- 22M Have Signed Up for Online Healthcare Services in Last 12 Months
- 2M report a healthcare account opened without their authorization

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

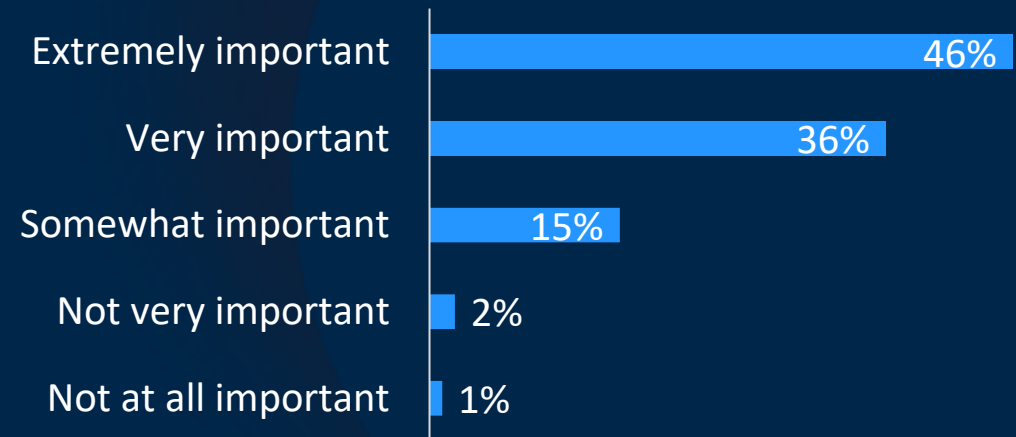
Trends affecting digital health customer experience

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”

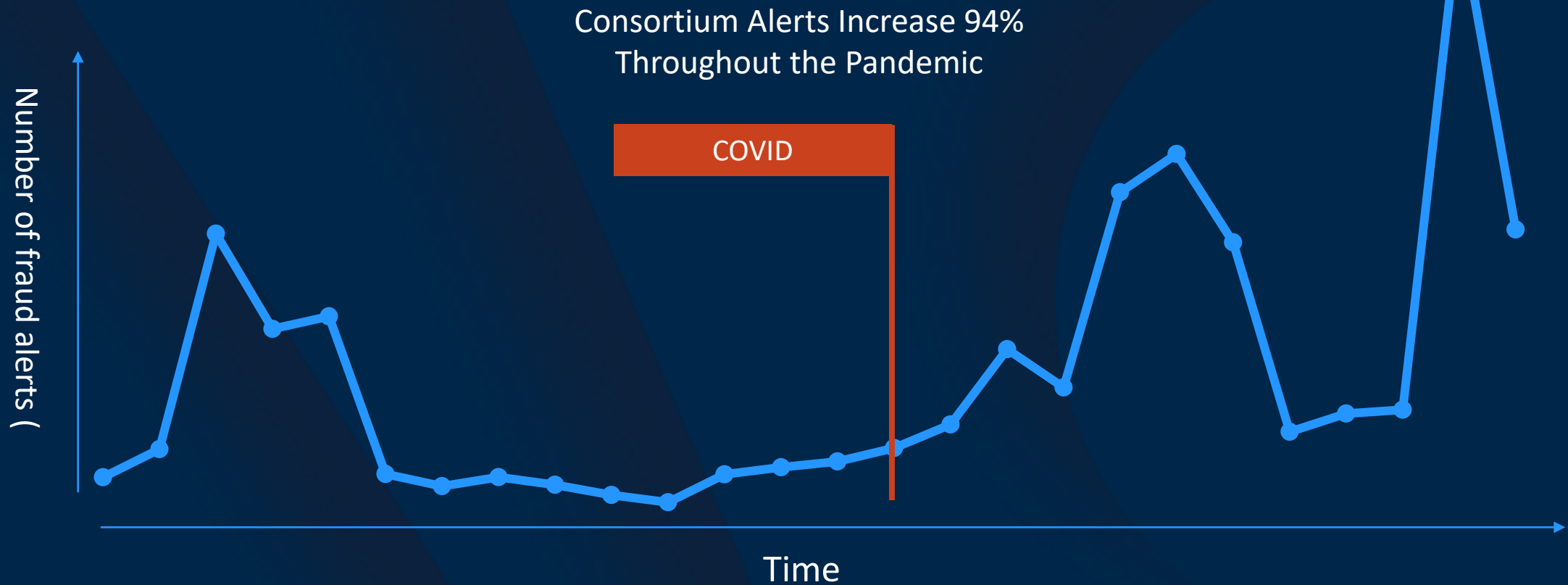
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Impact of digital fraud and identity theft in the age of COVID

More Fraud Attempts Moving Through and Across Industries



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Implications and actions for your business

Question	Impact and Actions
What does all this mean for you?	<ul style="list-style-type: none">• 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?	<ul style="list-style-type: none">• 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?	<ul style="list-style-type: none">• 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?	<ul style="list-style-type: none">• 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:

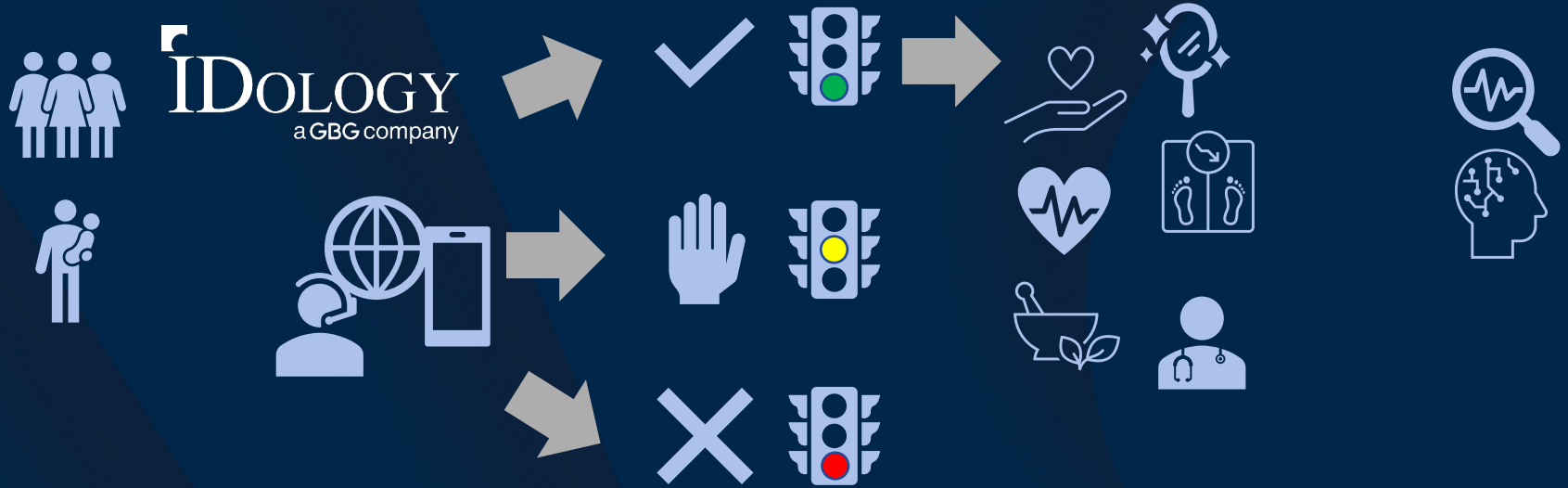
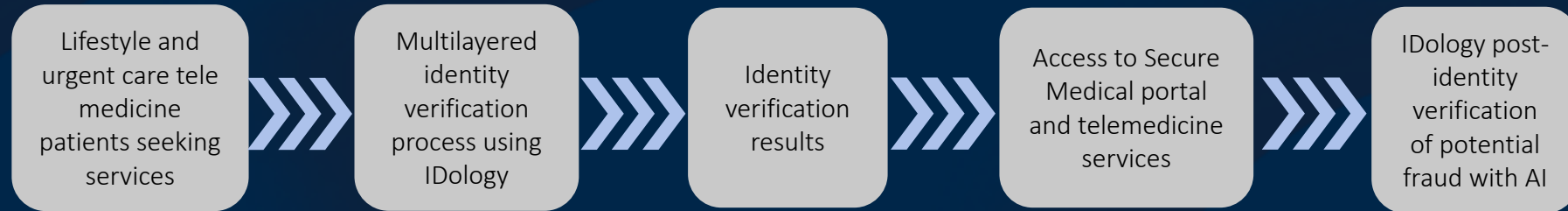
Ensure the correct patient receives the correct service or via its call center, online portal, or any future channels without adding friction to the customer experience and undermining compliance.

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

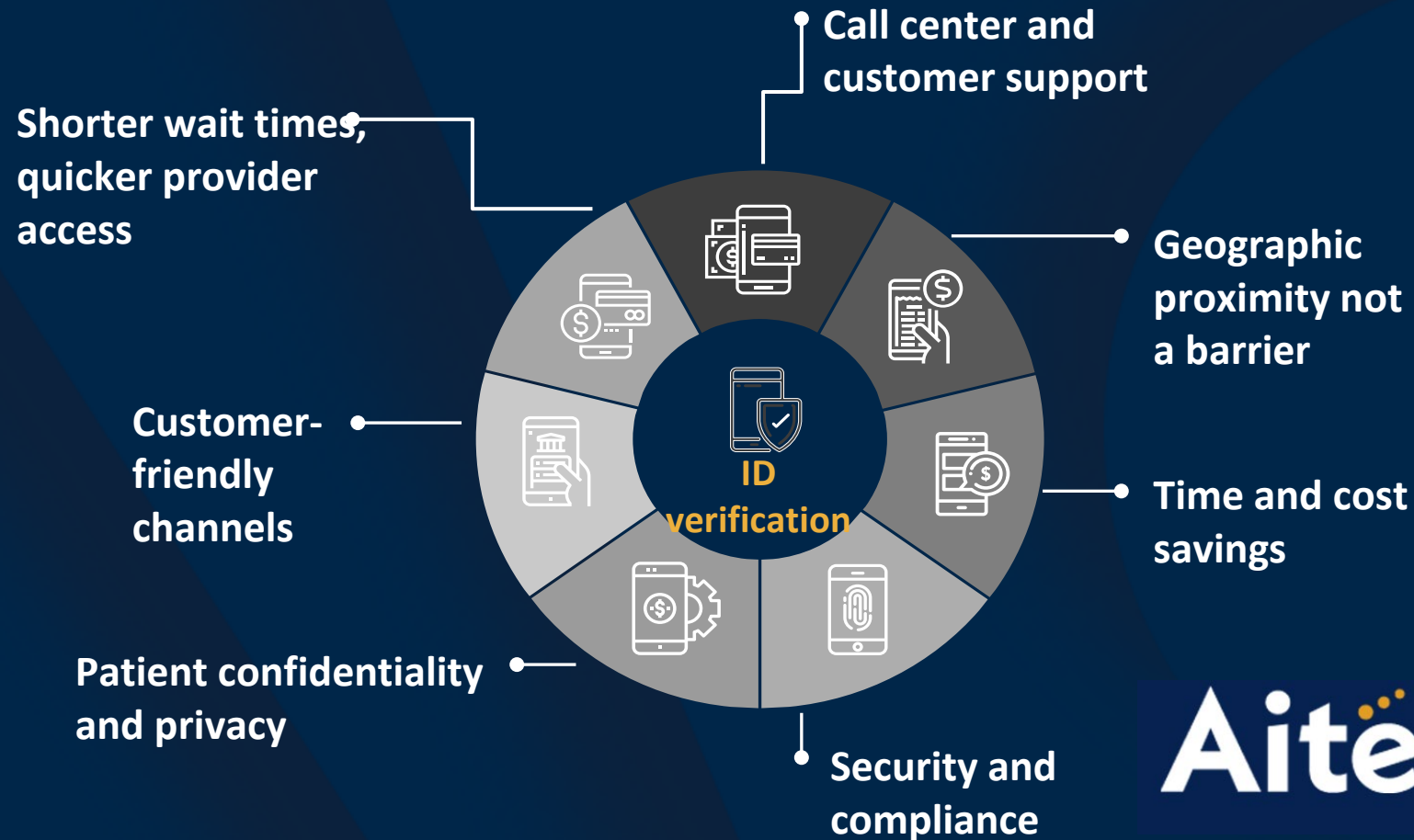


Fraudulent or inaccurate patient identities do not gain access

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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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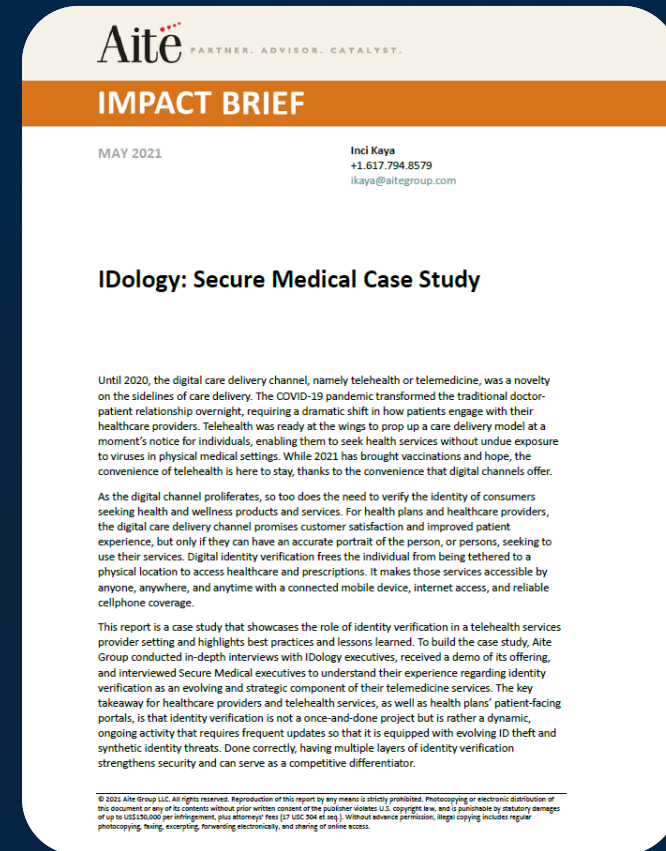
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Check out the case study

Key Takeaways

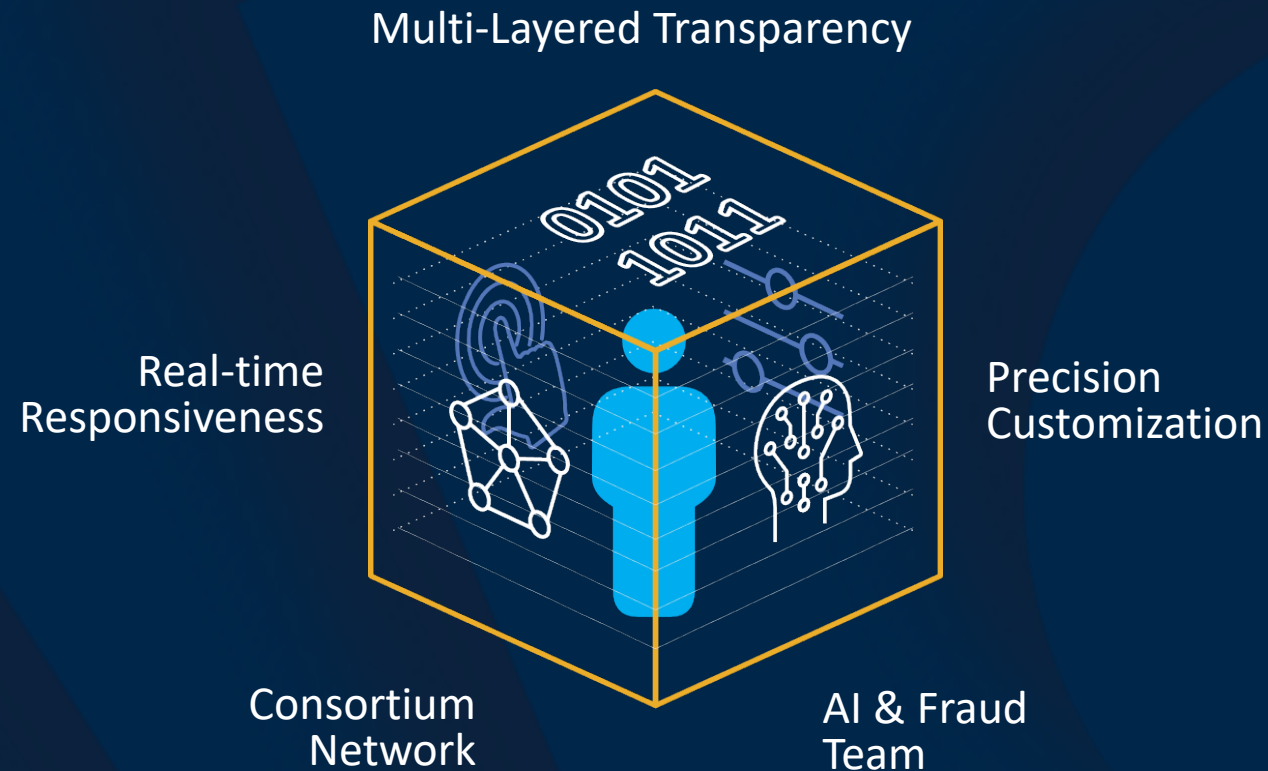
- Don't leave money on the table – mitigate customer uncertainty with secure identity verification processes
- Offer easy, quick and painless Amazon like shopping experiences
- Spare yourself fraud and compliance losses and headaches
- Get the right customer their correct order
- Filter out bad actors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





Question and Answer

Modern Identity Verification Design and Technology



Q:

Why is patient validation the cornerstone to a secure and compliant telehealth experience?



Thank you
and take care.