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Mackenzie Health

Mackenzie Health improves contact data quality with Experian's address verification technology.

About

Mackenzie Health is a regional healthcare provider in Southern Ontario serving a population of over 500,000 residents. Not only is Mackenzie Health a leader in healthcare, but they focus on providing excellence in patient support and service as well.

With a vision to create a world-class health experience to one of the fastest growing and most diverse communities in Canada, they will expand their operations to the future Mackenzie Vaughan Hospital in addition to their present Mackenzie Richmond Hill Hospital.

Objective

Mackenzie Health required a solution that would speed up their ability to collect patient information while also improving upon the quality of the data collected. With around 600 patients entering and leaving their facilities daily and over 200,000 registrations collected annually, Mackenzie Health saw a need for improving their data quality.

Accurate entry of patient information is essential for ensuring the highest quality patient communication and service. With six address fields for patient information and a high volume of daily traffic, maintaining complete, correct patient records is a top priority for the healthcare provider.

Mackenzie Health, knew that the healthcare provider had a significant challenge: How could they provide superior patient satisfaction while improving the speed and accuracy by which they collected information?

Solution

Mackenzie Health required an address verification solution that could be seamlessly integrated into their existing system and provide the speed and accuracy they were looking for. They decided to employ Experian's address verification API, to improve the overall quality of patient data they collected.

The implementation was seamless and simple. According to Coordinator of Patient Access Lindsay Lankin, "I worked with one contact point throughout the entire process. Troubleshooting and working through any issues that came up was an easy process, and I could implement the tool on my own with their help."

Results

The staff at Mackenzie Health was concerned about having to learn an entirely new system; however, upon exposure to Experian's solution, they acknowledged its simplicity and ease-of-use.

"[The staff] realized that not only was it simple to use, but it made their jobs easier as well—and now they absolutely love it," remarked Lankin. "The results were fast and we definitely saw quick improvement."

Employees could now auto-populate the multiple form fields with a simple click, streamlining the registration process and improving accuracy as well. Additionally, the tool prompted employees for additional required address information (such as apartment numbers), resulting in a more complete address and reducing the volume of returned mail.

Incorporating Experian's address verification into their workflow, Mackenzie Health enhanced patient communication, satisfaction and the quality of their service. Through their overall strategic data quality initiatives, including a combination of better infrastructure, education and technology, the provider has doubled their data accuracy to 99 percent.

"The results were fast—we saw quick improvement. Our form fields now auto-populate with a simple click, making registration faster and more accurate."
– Lindsay Lankin, Coordinator of Patient Access, Mackenzie Health

Streamlined business processes? Improved customer experience? Reduced spending? With address validation, you get it all.

Learn more

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