

CASE STUDY

UMass Memorial Health modernizes its patient identification with Imprivata Patient Access

How one health system tightened its revenue cycle and eliminated costly duplication errors with facial biometrics built for healthcare

“This is solving a really important problem around patient identification in a way that we couldn’t before.”

– Dr. Eric Alper, Chief Quality Officer and Chief Clinical Informatics Officer, UMass Memorial Health



Challenge

- UMass Memorial Health sought a more modern approach to patient identity verification
- Duplicate records and mismatched identities increased risk of denial and undercut revenue integrity
- A more advanced, patient-friendly solution was needed to match the pace of Epic integration and digital transformation

Solution

- UMass Memorial Health implemented Imprivata Patient Access, a facial biometric solution for patient identity verification
- The solution integrated natively with Epic’s desktop environment.
- The consent process around capturing patient facial biometric data was easy, rapid, well-accepted by patients, and legally compliant
- It was designed to securely manage patient data, limit record duplication, and streamline billing workflows

Results

- Accelerated patient throughput and cleaner downstream data for billing and claims
- Near universal adoption thanks to simplified workflows and patients’ growing comfort with facial biometrics
- Future-ready identity infrastructure aligned with evolving regulatory demands



Organization Profile

- **Name:** UMass Memorial Health
- **Industry:** Healthcare
- **Location:** Worcester, Massachusetts
- **Reach:** Serves more than one million patients annually
- **Mission:** Deliver compassionate, high-quality, and equitable care as Central Massachusetts' largest not-for-profit health system
- **Health IT stack:** Epic EHR across desktop and mobile platforms

Challenge

As UMass Memorial Health scaled its Epic EHR environment across mobile and desktop interfaces, it needed a better system for patient identification. Duplicate records and identity fraud have been a recurring issue – one with significant downstream financial impact, especially in work effort, billing, and reimbursement.

Solution

UMass Memorial Health selected **Imprivata Patient Access**. The new solution offered native integration with Epic's tools, allowing for facial biometric authentication across clinician workflows and desktop environments for administrative teams.



Privacy and compliance were prioritized from the start. Imprivata's built-in consent workflows ensured state-level mandates were met, while UMass layered on their own legal protocols. The result was a seamless experience for patients and a robust safeguard for compliance.


Most importantly, the use of facial biometrics aligned with broader consumer expectations. "People are now much more comfortable with facial biometrics," said Dr. Eric Alper, Chief Quality Officer and Chief Clinical Informatics Officer, UMass Memorial Health.

Results

By reducing duplicate records and administrative rework, UMass Memorial Health now operates with more confidence in the accuracy of its patient data, leading to fewer claim denials and smoother billing cycles.

"Every year the technology gets better—the software, the hardware, and the market gets better for it," noted Dr. Alper. "What's good for TSA and other industries is now adaptable for healthcare. I think we're the first ones to go live with this [Imprivata] solution. And we've been very happy with how it's gone."

UMass Memorial Health continues to collaborate with Imprivata and Epic to drive further integration opportunities, with a focus on both clinical efficiency and financial return.



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Imprivata delivers simple and secure access management solutions for healthcare and other mission-critical industries to ensure every second of crucial work is both frictionless and secure. Imprivata's platform of innovative, interoperable access management and privileged access security solutions enable organizations to fully manage and secure all enterprise and third-party identities to facilitate seamless user access, protect against internal and external security threats, and reduce total cost of ownership.

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