AI for Person Data Management

Overview

The growing amount of data in healthcare creates fragmented, duplicate records that drive inefficiencies and errors. Rhapsody EMPI, powered by Autopilot AI, automates person data quality resolution and integration to give your experts time back, streamline workflows, and enable a trusted foundation for analytics, consumer diagnostics, and patient engagement initiatives. The result? Your data experts working at the top of their license and comprehensive person records that fuel better outcomes, reduced costs, and actionable insights.

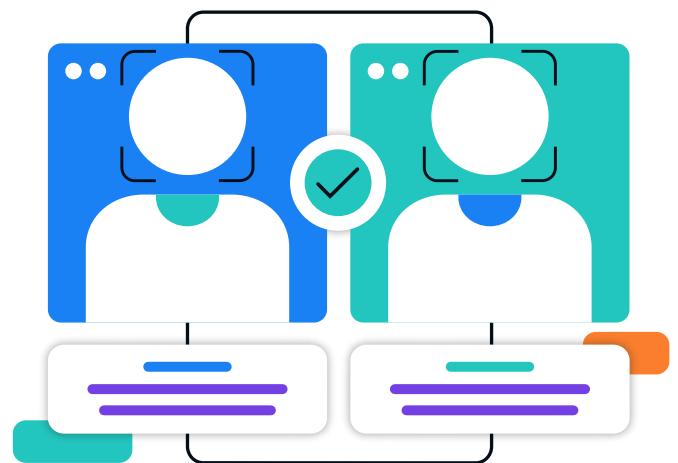## Key benefits of Rhapsody EMPI

Autopilot: Efficiency at scale

Powered by machine learning, Rhapsody EMPI adapts to your organization's unique data preferences. It ensures accuracy by prioritizing your data rules, reducing manual intervention on the most complex issues by up to 60%, and saving thousands of hours every year.

- **Right tech for the right job**
  Ensure accurate matching for all populations including underserved, senior, and pediatric populations, deploying AI and third-party data selectively to automate identity clean-up and avoiding unnecessary resource use.

- **Transparent by design**
  Full data lineage and versioning for every decision made, so you can trust and trace the results.

Impact that matters

Do more. With Rhapsody EMPI, healthcare organizations save 90% of costs tied to resolving duplicate records and reallocate resources to high-value initiatives.

- **Scalable automation**
  Consolidate hundreds of millions of records into accurate, unique identities without growing your team.

- **Future-proof investment**
  Designed to adapt to evolving regulatory and operational needs even while healthcare data volumes increase, ensuring a consistent ROI.

- **Risk mitigation**
  Reduce compliance risks tied to poor data quality, ensuring customer satisfaction and avoiding costly penalties.

Customer results

90%
Cost savings
By automating person data management

30%
Business growth
Without increasing headcount

Geisinger

monogram health

GLMI
GREAT LAKES MEDICAL IMAGING

connecting care

KeyHIE
Keystone Health Information Exchange
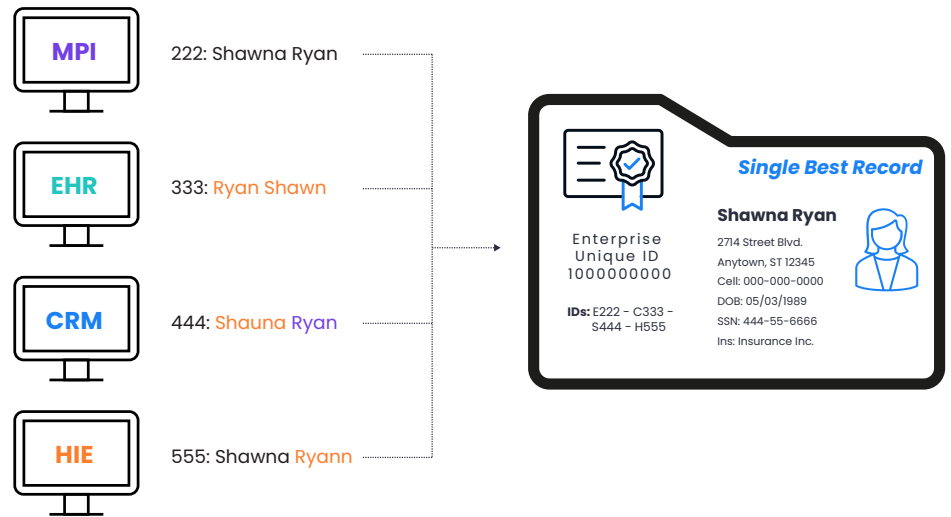
CyncHealth

How it works

Step 1:
Streamlined connectivity

Connect and unify person data from disparate systems using industry-leading API capabilities and out-of-the-box integration through FHIR and HL7. Rhapsody-led onboarding ensures minimal downtime, alleviates pressure on your team to deploy, and provides fast data access to build comprehensive person records.

Step 2:
Intelligent use of AI

Rhapsody EMPI assigns each person a unique ID, enabling consistent and centralized person data management. Its advanced algorithms and AI reconcile variations in data while ensuring compliance with data privacy and security standards. We always apply the right tech to the right problem so reference data is only engaged as needed.

Step 3: Automation at scale

From duplicate record resolution to enabling comprehensive person records, Rhapsody EMPI leverages AI-driven automation to streamline workflows and enable real-time updates across systems.

MPI — 222: Shawna Ryan
EHR — 333: Ryan Shawn
CRM — 444: Shauna Ryan
HIE — 555: Shawna Ryann

Single Best Record

Enterprise Unique ID 1000000000

IDs: E222 - C333 - S444 - H555

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Why choose Rhapsody EMPI?

Flexibility

Let us manage your data security in our SOC2 Type 2, ISO 27001 certified SaaS environment, or deploy on your infrastructure.

Global expertise

Proven performance for more than 1,700 healthcare teams across 32 countries.

Efficiency at scale

Scale seamlessly to support your business needs, handling hundreds of millions of records and high volumes of transactions.

Trusted partner

Stability in a partner with longevity in the market and record-breaking customer satisfaction. 24x7 customer service, 100% focused on healthcare.

AICPA SOC — aicpa.org/soc4so — SOC for Service Organizations

CYBER ESSENTIALS CERTIFIED PLUS

HITRUST CSF Certified

A-LIGN ISO 27001 CERTIFIED

Don't let bad data hold you back. Discover how Rhapsody EMPI transforms your person data quality, improves outcomes, and boosts your bottom line.

Visit rhapsody.health or contact us today for a demo.