Verifiable

by Manager of Licensing & Credentialing

Credentialing, Licensing, and Enrollment

Details

Review Date	11/19/2024
Purchase Date	Q1'24
Implementation Time	1.5 months
Product Still in Use	Yes
Purchase Amount	platform fee + per admin. user per year
Intent to Renew	100%
Review Source	Vendor

Product Rating

Product Overall	▬▬▬▬▬▬	4.5
Use Case Fit	▬▬▬▬▬▬	5.0
Ease of Use	▬▬▬▬▬▬	4.0
API	▬▬▬▬▬▬	N/A
Integrations	▬▬▬▬▬▬	N/A
Support	▬▬▬▬▬▬	5.0
Value	▬▬▬▬▬▬	5.0

About the Reviewer

N/A

Reviewer Organization

Virtual-First Provider   Women's Health

Reviewer Tech Stack

athenahealth

Other Products Considered

N/A

Summary

- **Product Usage: Verifiable is used for compliance, gathering and verifying provider information to meet NCQA standards, and for information reporting such as tracking which providers are credentialed and maintaining accurate data.**

- **Strengths: Key strengths include its role in achieving NCQA accreditation, its recognized reputation by NCQA, and its robust reporting features which are vital for the organization's operational decisions.**

- **Weaknesses: The primary source verification process often encounters errors which require time-consuming re-entry of information, communication cosnfusion with onboarding forms, and difficult merging of various types of reports.**

- **Overall Judgment: Despite its weaknesses, the decision to choose Verifiable was deemed correct, with its valuable contribution to compliance confidence, efficiency in managing payer enrollments, and robust tracking and reporting features for operational guidance.**

Today, we're chatting about Verifiable and how it's used at your company. Before we begin, could you give a brief overview of the company and your role there?

Our company specializes in telehealth solutions, specifically for women's health. My role has entailed ensuring that our licensing, contracts with payers, and provider enrollment all align with compliance standards. I manage our licensing department, oversee provider onboarding, and handle all aspects related to payers, including contracting and credentialing.

What drove you to look for a product like Verifiable?

Our company experienced significant growth—we nearly tripled in size within a year. Consequently, we needed a reliable system that could handle our compliance effectively. As we were expanding, our priorities were to support our providers and patients efficiently while ensuring compliance with state boards, regulatory agencies, and our contractual obligations with payors. We sought a product that could support those initiatives.

What requirements were you looking for when you were evaluating Verifiable?

Our key requirement was for the product to be able to perform reliable primary source verifications to support us in obtaining NCQA accreditation, which was one of our company's major goals in order to expand our coverage to insured patients nationwide.

Did your team evaluate other vendors, and how did they compare?

Our team evaluated several vendors, including Modio and Medallion. Modio was familiar to many of us and had a positive reputation, but Verifiable was more attractive because of its customization capabilities and data accessibility, which is critical for a fast-changing startup like ours. Medallion, on the other hand, received poor feedback from our team members who had previous experience with them.

Regarding pricing, Verifiable was more expensive than the others. However, we believe its features, especially in terms of compliance, justify the investment and will be beneficial in the long term.

How was the implementation process?

It was quite positive—they're very personable and easy to communicate with. They were organized, used checklists, and were readily available to address any issues. Although the formal training aspect wasn't as structured, so we had to figure out many things on our own, we maintained good communication through email and Zoom. Even after the official implementation ended, we felt supported, as we could still reach out for help with significant problems. Overall, it was an easy implementation experience, despite some training gaps.

What are the use cases that Verifiable is supporting for your organization, and how well does the product perform?

We use it for compliance, to gather and verify provider information to meet NCQA standards, and for reporting, which involves tracking which providers are credentialed, our contracts with payers, and maintaining accurate data.

In compliance, we merge with CAQH to import provider details, which works about 90% of the time. We address any inaccuracies by further investigation. We also perform primary source verification to ensure licenses are active. This function works about 80% of the time. Verifiable will flag each time there is a verification or import issue, so we aren't concerned with unverified licenses. When issues arise, it takes time to investigate and reach out to Verifiable's support.

For payer enrollment and information reporting, we frequently use data entry tools to create credentialing events and report features. These reports are exported to Google Sheets, allowing easy access for external departments. Since licenses are costly and limited, this integration is vital for sharing information. Verifiable's customization is also beneficial, as their support team promptly adds fields or makes changes when we have new tracking requirements.

What would you characterize as the core strengths of Verifiable?

Strengths are its support in achieving NCQA accreditation, its well-regarded reputation recognized by NCQA itself, and its robust reporting features that are vital for our organization. We rely heavily on these reports and consider them our source of truth, with a high level of confidence in their accuracy.

What are some areas in which you think the product still has room to grow?

It could be more efficient. For instance, the primary source verification process is not consistent. We often encounter errors and have to re-enter information multiple times, which takes up valuable time for my team. Additionally, the onboarding forms that we send to providers can be mistaken for spam. This communication issue further slows down the process, and it's something that could be improved on Verifiable's side. It's tricky because licensure titles vary—for example, "nurse practitioner" versus "APRN"—which seems to affect the system's ability to pull correct data. We've had to train our team to repeatedly adjust entries until they are accepted by the system and properly verified.

Are there any other areas of potential weakness you see?

We love the reporting features, but it's difficult to merge various types of reports, such as provider reports with payer enrollment reports. They contain different data sets, and there's no easy way to consolidate that information into one report. There seems to be a new roster generator initiative that might address this, but unfortunately it will require additional payment to utilize.

From a reliability and stability perspective, how has the product performed?

It's reliable. Whenever there's an issue with license verification, it notifies us, which is something we count on. We rely heavily on Verifiable's accuracy because it produces information that our entire company utilizes.

Aside from administrators, how do others within the company find their experience with Verifiable?

When we onboard providers and send them a link to Verifiable, many initially think it's spam, which can be a hurdle. We instruct providers to log in to Verifiable to check their information and remind them they can use it to monitor upcoming license expirations. However, the reality is that about 98% of our providers don't log into Verifiable after the first time. Verifiable is more used as an administrative tool for the team.

Are you using any integrations or APIs?

We don't currently have any active integrations or APIs, but there's been frequent discussion about integrating Verifiable with Athenahealth. We think that could improve provider scheduling by having immediate access to their licensure information, streamline the billing process by knowing which payers providers can bill, and reduce manual data entry and the associated risk of human error. It would automate the verification process, where currently reports are manually reviewed to determine if a provider is eligible to see patients at a given location.

How is their customer support and account management?

Our account manager is excellent—highly responsive, and often gets back to us within an hour, the next day at the latest. He's very knowledgeable and approachable, ensures that all of our questions are addressed adequately, and there's never any confusion over what we're asking for. The general support team at Verifiable is also fantastic. They're always eager to assist us, and they maintain a friendly demeanor. Their only drawback is a reluctance to hold Zoom meetings, but they're diligent in resolving issues through email.

Looking back, do you think the team made the correct decision in going with Verifiable?

Yes, I think it was the right choice. Our compliance confidence has increased from approximately 80% to 99%, particularly regarding our providers' licensure and payer requirements. That has helped us in our pursuit of NCQA accreditation. Furthermore, Verifiable's reputation has advanced our accreditation efforts. Additionally, managing payer enrollments has become more efficient, as we process 3000-5000 submissions annually. It's been advantageous for the team to input data and be able to monitor the enrollment process effectively.

If there was one thing that you would like to see from Verifiable, in terms of an improvement, what would that be?

I'd like to see improvements in primary source verifications within Verifiable's system. They're currently causing inefficiencies for my team, as they often don't work on the first submission. Additionally, better communication regarding the licensing fees per user is needed, especially before the implementation process begins, to avoid unexpected costs during the year.

What advice do you have for peers who are evaluating this type of product?

I would recommend Verifiable and Modio, based on their company's specific needs. If an organization needs a reliable source of truth, Verifiable is a strong option. It boasts excellent compliance capabilities, and while it represents a significant initial investment in terms of money and implementation time, it can save on long-term compliance issues and protect against potential lawsuits. Verifiable also offers valuable functions for payer enrollment and provides robust tracking and reporting features that can adapt to changing priorities. As for Modio, it's effective for credentialing and licensing teams, although it falls short in reporting capabilities.