

Case Study

ExpectID Age Provides Cure For Eliminating Fraud In Online Pharmaceutical Sales

Before telemedicine company Secure Medical relied on IDology, it had no easy way of verifying the self-reported age of its potential lifestyle medications customers. When maintaining the safety of patients hinges closely on appropriately prescribing the right medication for that person’s age, it’s easy to see why Secure Medical considers ExpectID Age to be a lifeline for validating information on their customer and eliminating fraud.

Secure Medical processes between 200-300 new patients a day seeking prescriptions for one of the company’s popular brand-name lifestyle drugs. Since the company began using IDology’s real time age verification service, it has been able to quickly identify real customers and confirm if the age patients submit in their online medical history report is correct. Because ExpectID® Age uses ID Notes, a feature that lets users know what within an ID didn’t match, such as address, zip code, date of birth and more, Secure Medical has been able to identify and reduce incidents of fraud by 50%. John Rao, President of Secure Medical explains how using age verification has helped to eliminate fraud,

“Typically a person using a stolen credit card doesn’t know the correct birth date of the real person associated with that card and they submit an address that doesn’t check out.”

But the definition of fraud at Secure Medical is not limited to stolen credit card transactions; it includes people seeking medications for conditions that typically fall outside of the patient’s age group. In this way, Secure Medical uses ExpectID® Age results as one of the measurement tools for determining the legitimacy of information regarding a patient’s medical report.

“If someone lies about their age, then it’s a strong indication that other important and relative information in the medical history form they submit is not true. And while, none of the drugs we prescribe and dispense are life-critical, some, if taken incorrectly or in combination with other medical conditions could be life-threatening.”

When a prescription is requested of Secure Medical, the patient’s information is reviewed by an authorized representative. Once a patient’s name, address and birthday is submitted to ExpectID® Age, the system uses its patent pending process to scour millions of public data records to instantly process the verification and deliver a result.

One of the unique safety challenges telemedicine companies face when administering drug prescriptions is being able to quickly and easily determine the validity of the information someone submits.

“Of course, someone can lie to their physician in person, but in-office doctors have the luxury of making a diagnosis based on appearance or physical conditions presented by a patient during an evaluation. ExpectID Age has proven very valuable in helping to bridge the gap of not having the patient present in order to safely prescribe our medications.”

Secure Medical & IDology At A Glance:

Situation

Online pharmaceutical company needed an easy and quick way to verify the identity and age of customers before prescribing and fulfilling medication orders.

Solution

Implemented ExpectID® Age to confirm the information submitted by online and call-center patients.

Result

Reduced the incidence of fraud by 50%. Uses age verification results as one of the safety measures for determining if a prescription will be issued.