PBI Reinvents Death Audit Category with Launch of CertiDeath™

Industry leader introduces most advanced Death Audit solution

SAN FRANCISCO (PRWEB) January 23, 2019 -- PBI Research Services, the leading provider of Death Audit, Locate, and Data Cleanse services, announced the launch of CertiDeath™, the most advanced Death Audit solution available. CertiDeath™ was created to eliminate the work, complexity, and uncertainty now associated with identifying deaths within various population sets.

“Our customers, including Pensions, Life Insurance Companies, Third-Party Administrators, Fortune 500 companies, and Governments, need a complete and timely accounting of deaths in their population sets in order to minimize benefit overpayments, prevent fraud, and meet fiduciary responsibilities,” said John Bikus, President of PBI Research Services. “Up to two-thirds of deaths are now found via a source other than the Social Security Administration’s Death Master File, with many deaths now identified via an obituary or a combination of multiple partial data points. The increase in data sources, coupled with the complexity of those supplementary sources, makes finding and verifying deaths more challenging than ever. These challenges result in additional costs, missed or misclassified deaths.”

CertiDeath™ is a proprietary solution that combines artificial intelligence, integrated databases and human expertise to deliver the most complete list of deaths. The use of artificial intelligence and advanced algorithms significantly expands the universe of data that can be reviewed for possible matches. “CertiDeath™ delivers more deaths because we can process and link hundreds of data sources with machine learning. This eliminates obituary verification and other data integration work customers must currently do themselves,” said Bikus.

“Since creating the Death Audit category over 30 years ago, PBI Research Services has been at the forefront of category leadership,” said Bikus. “The launch of CertiDeath™ continues the tradition of developing solutions that enable our customers to minimize overpayments, prevent fraud and meet fiduciary obligations in the face of changing data and technology landscapes.”
Contact Information
JOHN BIKUS
ITM21st.com
http://www.itm21st.com
+1 8478042520

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