| Insurance

# Improve risk identification with scalable, systematic social media searches

Capturing an individual's digital footprint just became easier with LexisNexis® Social Media Locator - Batch.

**Potentially fraudulent perpetrators can leave a trail of evidence, and that trail is often detectable on social media. Given that approximately 81% of the US population has a social media presence, the challenge facing carriers is sifting through all that social data to find the information they need to accurately identify high risk parties to a claim.**

**LexisNexis® Social Media Locator - Batch makes social media research easy, automatic and scalable—helping you better identify risk faster and earlier in the claims process.**

### Leverage Social Media to Identify Risk

Invaluable investigatory data exists on the internet from those who leave digital breadcrumbs on blogs, photos, social networks and videos. To help you leverage social media to detect signs of potential fraud, LexisNexis® Social Media Locator - Batch combs through hundreds of social networks and millions of websites to match and build results on potential fraudsters.

### Boost Social Media Results

Manually searching multiple social network sites for fresh information about an individual takes considerable time and effort, and may not turn up the information you're looking for. The enhanced data enhancement capabilities of LexisNexis® Social Media Locator - Batch will increase your ability to quickly and easily get the right results on the right claimant by appending, AKAs, emails and other valuable social media data elements to claimant information.

## Focus Your Attention on High-Risk Claims

Your human resources are valuable and should be put to their best use. LexisNexis® Social Media Locator - Batch allows you to quickly and automatically identify and isolate those claims that warrant deeper individual investigation. No more wasting time on manual intervention with claims that are low risk.

## Save Time Through Automatic Scoring

No one has the time to research and review every single claim for social media clues. The automatic claims scoring system of LexisNexis® Social Media Locator - Batch allows you to set thresholds before taking the next step in the claims process, so you can spend your time on the most suspect claims rather than performing a manual review of all claims.

## How the System Works

Claimants are scored on a scale of 0-3 in terms of their online presence:

| | |
|---|---|
| 0 | no online presence |
| 1 | minimal online presence |
| 2 | substantial online presence |
| 3 | high risk; a deeper look is advisable |

Claimant information is organized into two sections: **Summary** and **Flagged URLs**. The Summary section contains the claimant's score, while the Flagged URLs section contains the URL to the potentially high risk-related material and the keyword that prompted the flag.

## When a Deeper Dive is Warranted

Flagged claims can be further researched by requesting a Deep Dive report. Deep Dive reports help alleviate the extra time and expense of other third-party or in-house research.

## Benefits

- Accurately identify and separate suspicious from non-suspicious claims earlier in the claims process
- Improve the referral pipeline
- Reduce time spent performing manual reviews
- Focus deep-dive efforts on high-risk claims

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