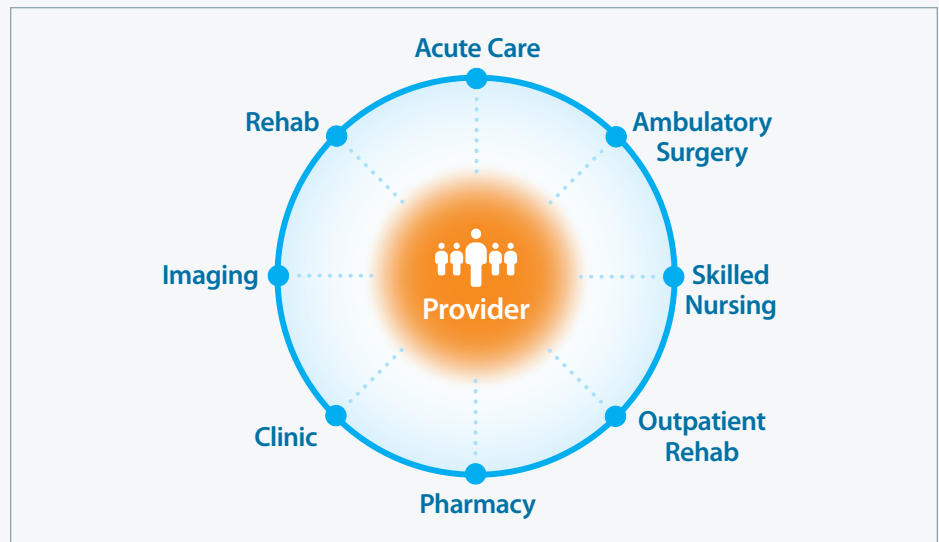


Omni-HealthData™ Provider Master Edition

Establish and Maintain Accurate Provider Information

Highlights

- Improves accuracy and reliability of provider data
- Simple and scalable cloud-based deployment
- Pre-built components that accelerate implementation
- Applications for rapidly analyzing in-network and out-of-network providers
- Intuitive easy-to-use provider search
- Empowers consumers and network



Omni-HealthData Provider Master Edition supplies timely facts from industry sources as a regularly updated, curated data set that can be married with your existing sources to enrich and complete your existing provider and practice data.

Organizations frequently have to update provider data – whether physicians, nurse practitioners, physician assistants, or others – because of the dynamic relationships among physicians, group practices, hospitals and payers, and universities. Inaccurate provider information hinders a healthcare organization's ability to deliver the highest-quality care and has a negative impact on its financial health.

Providers wear many hats, making it difficult to keep track of their role in an encounter at a given point in time. The provider may be a solo practitioner, in a group practice, or may span multiple practices. The provider could be a hospitalist, or work in both a practice and a hospital. Often, providers will switch practices.

The typical hospital maintains provider data for each department. Partial duplicate lists occur, with varying data elements and no synchronization or validation. The typical organization will have at least 20 unsynchronized provider lists in various departments, including marketing, physician recruitment, medical records, claims processing, emergency department, and hospital services.

Information Builders provides the industry's most scalable software solutions for data management and analytics. With one smart platform for integration, data quality, and analytics, we help companies manage their data, generate insights, take action, and deliver impact.

In addition, electronic medical record (EMR) systems struggle with providers that do not exist within the system, and inaccurate information can delay claims reimbursement, frustrate patients, and make it difficult to perform provider benchmarking.

Omni-HealthData Provider Master Edition from Information Builders is an information management solution that:

- Complies with industry and regulatory demands by eliminating provider data inconsistencies
- Easily incorporates industry sources to improve accuracy
- Reduces referral leakage by accessing accurate and up-to-date provider-to-practice relationships
- Identifies opportunities for acquisition or organic growth through geographic distribution analysis
- Improves operational performance and realizes consumer satisfaction
- Maintains a single platform for integrating, mastering, governing, and sharing provider data

Improves Accuracy to Eliminate Downstream Impacts

Omni-HealthData Provider Master Edition supplies timely facts from industry sources, such as Centers for Medicare and Medicaid Services (CMS) and National Plan and Provider Enumeration System (NPPES), as a regularly updated, curated data set that can be married with your existing sources to enrich and complete your existing provider and practice data. This enables you to fill in gaps and better manage the shifting connections between physicians, their practices, and all affiliated hospitals, while reducing the overall integration burden on your IT staff, in addition to:

- Increasing physician satisfaction by driving back-office data consistency
- Improving ability for physician attribution in preparation for value-based care initiatives
- Capturing market share via digital marketing

Omni-HealthData Provider Master Edition comes with a fully pre-built data model, encompassing not only provider and practice data, but also human resources, facility, and organizational data. It is equipped with a number of pre-engineered, state-of-the-art data quality, data mastering, and data integration processes, in addition to pre-built information applications – InfoApps™ – that enable you to rapidly reap the benefits of your deployment.

Implements Easily

The pre-configured, cloud-based implementation comes with standard workflows and data models that make managing a more complete view of your provider data a snap. The architecture can scale as needed to meet the changing demands of your organization.

With pre-packaged integration enablers, curated reference data from industry sources, and provider-specific data quality and mastering rules, Omni-HealthData Physician Master Edition allows healthcare organizations to rapidly address key data challenges, such as:

- Validating provider identification data (NPI, DEA, Tax ID, PAC ID)
- Cross-referencing and standardizing of provider taxonomy and specialty codes
- Filling information gaps via address lookup and location geo-coding

Reports Intuitively

InfoApps are built on top of the canonical model that comes with the product and allow you to rapidly pinpoint and visualize provider and practice information, whether inside or outside of your network:

- **Practice Locator:** Users can visually identify provider practices of interest using mapping techniques, such as lassoing, radius, and others, as well as filter by specialty to identify competing practices and acquisition targets
- **Practice Profile:** Users can view key information about the practice, such as address information, industry identifiers, and a roster of associated physicians
- **Provider Locator:** Users can quickly locate providers of interest by dynamically filtering on name, practice, specialty, and geography
- **Provider Profile:** Users can view key information about the provider, such as licenses, specialties, industry identifiers, and practice relationships

Final Diagnosis

Omni-HealthData Provider Master Edition facilitates and streamlines the process to standardize, manage, and maintain complex provider data. It simplifies the data acquisition process, enabling faster data integration so that organizations spend less time on ETL processes and more time successfully executing business and regulatory transactions, such as claims processing, credentialing, contracting, and providing better access to care.

With Omni-HealthData Provider Master Edition, healthcare organizations can achieve a timely, trusted view of provider information across the continuum of practices to support the flexibility needed to navigate the changing needs of modern healthcare.

Worldwide Offices

Corporate Headquarters

Two Penn Plaza
New York, NY 10121-2898
(212) 736-4433
(800) 969-4636

United States

Atlanta, GA* (770) 395-9913
Boston, MA* (781) 224-7660
Chicago, IL* (630) 971-6700
Cincinnati, OH* (513) 891-2338
Dallas, TX* (972) 398-4100
Denver, CO* (303) 770-4440
Detroit, MI* (248) 641-8820
Federal Systems, D.C.* (703) 276-9006
Florham Park, NJ (973) 593-0022
Houston, TX* (713) 952-4800
Los Angeles, CA* (310) 615-0735
Minneapolis, MN* (651) 602-9100
New York, NY* (212) 736-4433
Philadelphia, PA* (610) 940-0790
Pittsburgh, PA (412) 494-9699
San Jose, CA* (408) 453-7600
Seattle, WA (206) 624-9055
St. Louis, MO* (636) 519-1411, ext. 321
Washington, D.C.* (703) 276-9006

International

Australia*
Melbourne 61-3-9631-7900
Sydney 61-2-8223-0600
Austria Raffaisen Informatik Consulting GmbH
Wien 43-1-211-36-3344
Brazil
São Paulo 55-11-3372-0300
Canada
Calgary (403) 718-9828
Montreal* (514) 421-1555
Toronto* (416) 364-2760
Vancouver (604) 688-2499
China Peacom, Inc.
Fuzhou 86-15-8800-93995
Czech Republic InfoBuild Software CE s.r.o.
Praha 420-234-234-773
Estonia InfoBuild Estonia OÜ
Tallinn 372-618-1585
Finland InfoBuild Oy
Espoo 358-207-580-840
France*
Suresnes +33 (0)1-49-00-66-00
■ Luxembourg
Germany
Eschborn* 49-6196-775-76-0
Greece Applied Science Ltd.
Athens 30-210-699-8225
Guatemala IDS de Centroamerica
Guatemala City (502) 2412-4212
India* InfoBuild India
Chennai 91-44-42177082
Israel Team Software Ltd.
Petah-Tikva 972-54-799-1799
Italy
Agrate Brianza 39-039-59-66-200
Japan KK Ashisuto
Tokyo 81-3-5276-5863
Latvia InfoBuild Lithuania, UAB
Vilnius 370-5-268-3327
Lithuania InfoBuild Lithuania, UAB
Vilnius 370-5-268-3327
Mexico
Mexico City 52-55-5062-0660
Middle East Anel Arabia Ltd. Co.
Riyadh 966-11-483-0016
■ Bahrain ■ Kuwait ■ Oman ■ Qatar
■ Saudi Arabia ■ United Arab Emirates (UAE)

Netherlands*

Amstelveen 31 (0)20-4563333

■ Belgium

Nigeria InfoBuild Nigeria
Garki-Abuja 234-9-290-2621

Norway InfoBuild Norge AS c/o Okonor
Tynset 358-0-207-580-840

Poland Onwelo S.A.
Warszawa 48-22-160-5365

Portugal
Lisboa 351-217-217-400

Singapore Automatic Identification Technology Ltd.
Singapore 65-69080191/92

South Africa InfoBuild (Pty) Ltd.
Johannesburg 27-11-064-5668

South Korea
Dfocus Co., Ltd.
Seoul 02-3452-3900

UVANSYS, Inc.
Seoul 82-2-832-0705

Southeast Asia Information Builders SEAsia Pte. Ltd.
Singapore 60-172980912

■ Bangladesh ■ Brunei ■ Burma ■ Cambodia
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Spain
Barcelona 34-93-452-63-85
Bilbao 34-94-400-88-05
Madrid* 34-91-710-22-75

Sweden
Stockholm 46-8-76-46-000

Switzerland
Brugg 41-44-839-49-49

Taiwan
Galaxy Software Services, Inc.
Taipei 886-2-2586-7890, ext. 114

Turkey Paladin Bilisim Danismanlik A.S.
Istanbul 90-532-111-32-82

United Kingdom*
Uxbridge Middlesex 44-20-7107-4000

Venezuela InfoServices Consulting
Caracas 58-212-261-5663

West Africa InfoBuild FSA
Abidjan 225-01-17-61-15

*Training facilities are located at these offices.

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Corporate Headquarters

Two Penn Plaza, New York, NY 10121-2898 (212) 736-4433; Fax (212) 967-6406

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