Model of Excellence

HMS Provider Master File

Company:	Business Model
Health Market Science **King of Prussia, PA 19428** **www.healthmarketscience.com**	Subscription Supported: Pure Subscription

Business Model:

The **Subscription Supported: Pure Subscription** business model, while it appears simple and straightforward, often proves much more difficult to execute. There is much more to it than simply making your content available on a password-protected basis via the Web. There are technological issues, such as fighting inappropriate use, password-sharing and mass downloading. There are also business challenges such as establishing and maintaining high perceived value, habituating users to the online product, and adapting the editorial process to an environment where real-time updating is an expectation.

Overview:

Since 1999, Health Market Science (HMS) has been building a national data exchange for the healthcare industry. HMS licenses access to one of the largest and most accurate national master file of healthcare providers. Currently, the HMS Provider Master File™ tracks 4.5MM providers and 1.0MM healthcare organizations. HMS also offers various enterprise integration and data quality services that dramatically improve internal provider database quality.

HMS has developed provider data solutions for pharmaceutical, medical devices, pharmacy chains, payers, and providers. Healthcare companies' information systems rely on accurate provider profiles including name, address, phone number, and personal identifiers such as UPIN, DEA, and NPI. Inaccurate or missing information results in regulatory compliance issues, sales force efficiency issues, as well as increased cost in processing transactions such as sampling, claims payments, and credentialing.

By developing a highly accurate database of physicians, and aggregating multiple physician identifiers in one place, it's staking out a claim as the physician master database for numerous organizations, providing inter-connections between various parts of the healthcare community, and saving these organizations the high costs of developing and maintaining their own physician databases.

HMS enterprise provider solutions enable major healthcare organizations to benefit from new advances in healthcare IT infrastructure such as e-prescribing, online health portals, the new national provider identifier (NPI), electronic medical records, and emerging health information transactions. Currently HMS offers access to its provider information through online portals, custom integration services, and also as an on-demand solution, using the latest web service technologies.