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Using a Physician Web Portal to Reduce Cost

ProviderOnline is a user-friendly portal that contains a snapshot, updated weekly, of the HMS MasterFile™.

The Challenge

Healthcare Practitioners (HCP's) are always moving creating a challenge for life science companies attempting to market to these HCP's. As the HCP universe changes every day, HCP data becomes more difficult to manage. Some companies try to maintain changes in the data themselves via field force feedback. The Director of Data Governance for a large pharmaceutical company was looking for a way to verify the HCP information change requests being submitted by his field force. The existing verification process included multiple data stewards who would search various internet sites and perform several phone audits per HCP to verify the change in the HCP data. The Director's goal was to reduce the amount of time and number of phone audits to verify each of the ~40,000 annual HCP information change requests.

The Strategy

The client was not interested in acquiring another authoritative customer master for the data stewards to search during the verification process. They sought to minimize disruption within the current method of internet research and phone auditing. The solution was ProviderOnline. ProviderOnline is a user-friendly portal that contains a snapshot, updated weekly, of the HMS MasterFile™. The client acquired a seat license for each of the five data stewards. The streamlined process enabled the data stewards to verify an HCP change request by searching ProviderOnline. If the data in ProviderOnline verified the change request, then no phone audit was required and the change was approved. If the information in ProviderOnline was different, then a phone audit was initiated.



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ProviderOnline was deployed as the third party verification source and was able to reduce verification time by fifty percent and phone audits by nearly sixty percent.

The Solution

The client's derived value was extended as they chose to utilize ProviderOnline to support the entire Master Data Management (MDM) process. Every month, the client would process seven databases through a data integration/match-merge engine to create their customer master. To ensure the system was processing data correctly, a QA process involved verifying potential false positive matches and false negative non-matches. ProviderOnline was deployed as the third party verification source and was able to reduce verification time by fifty percent and phone audits by nearly sixty percent.