HCIdea®

Depend on HCIdea® to Help **Get It Right** The First Time

percent meter

CONFIDENCE LEVEL

%

Top Pharmacy Benefit Manager Cleans Up Prescriber Data Accuracy with the Help of NCPDP's HCIdea®

Accurate data is integral to growing a healthcare business and as one of the nation's largest pharmacy benefit managers (PBM), this organization understood all too well the havoc inaccurate data can cause. Following a thorough review of the organization's data systems and prescriber date sources, the PBM knew it was facing several challenges, including lengthy data implementations, non-standard formatting, aging data, missing data or inaccurate data, and more. Plus, the team lacked an internal prescriber data domain expert and data steward to coordinate and guide data definition, data implementation and how best to use and augment the data they had.

About the PBM

The Company provides network pharmacy claims processing, home delivery pharmacy care, along with specialty pharmacy care, benefit design consultation, drug utilization review, formulary management, and medical and drug data analysis services. The Company also distributes a full range of biopharmaceutical products and provides extensive cost management and patient care services, all of which are dependent upon valid reliable quality data, specifically in the prescriber's space.

> *"The state of our data was not pristine. It was in a non-standard format. We had time lags in the delivery, and we were manually maintaining the data, which lead to user errors, and duplicate entries, we knew we had to make some significant changes if we were going ensure cleaner claims processing and improve our operational efficiencies across the organization."*
>
> -Senior Director, Enterprise Data Governance

The Data Accuracy Challenge

Every organization that works with prescriber data faces challenges with managing data quality to meet the needs of their unique business. Providing timely, accurate network pharmacy claims processing is one of the major functions of the PBM's business model. To effectively manage their operations, meet regulatory requirements, reduce risk and ultimately grow the business, the company knew it had to address the data accuracy issues that were creating several challenges, including:

- POS claims platform did not have an NPI to DEA bridge
- POS claims platform lacked information about deceased prescribers
- POS claims platform wasn't linked to a type 1 NPI
- State license data for mid-level provider gaps

The Data Governance Solution

To arrive at a suitable solution, the PBM used a heat map to isolate and address their major pain points with data accuracy and immediately worked to establish new best practices and standards of operating procedures for data updates and communication targets. The data team developed a multi-faceted plan that would address all aspects of data governance, including selecting NCPDP's HCIdea as their single, trusted source for accurate prescriber data. The PBM selected HCIdea, because of how well the prescriber data solution works in the healthcare market and enabled the company with the following:

"After an extensive review we knew this was going to be a significant undertaking to solve our data accuracy problems and improve operational inefficiencies. One of the major factors would also be to ensure we had the right prescriber data source in place to help us on our journey."

-Senior Director, Enterprise Data Governance

- State license reviewed to enrich mid-level provider profiles.
- Deceased data reviewed to set indicator if not already determined through operations.
- Bridge data loaded to POS platform to support NPI to DEA linking for controlled substance validation.

The HCIdea database is an integral part of a real-time update and provides the PBM with over 2100 primary and authoritative data sources in a single file. It identifies and validates and resolves conflicting and discrepant data elements when the data team identifies them and there is a complete data audit trail containing source information, time, and dates of updates.
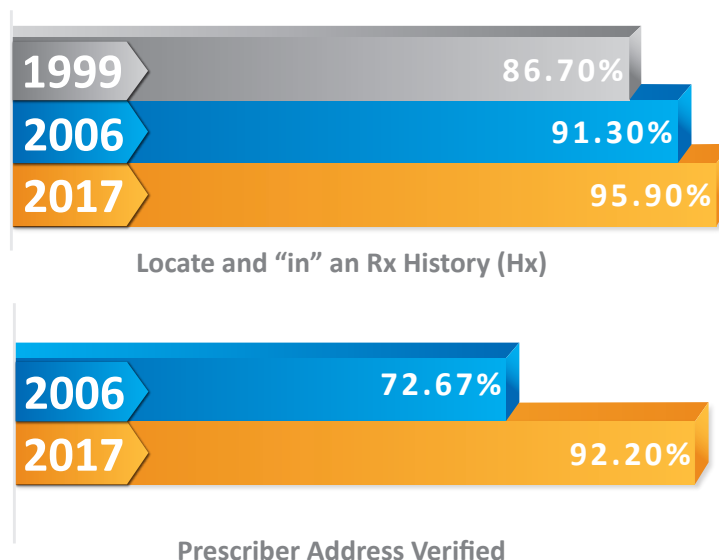
With the HCIdea prescriber data solution in place, the PBM developed an exhaustive data governance program to help ensure the company always has accurate and complete data available, including:

- Established best practices and SOP for data updates and communication targets.
- Grew subject matter expertise on industry prescriber data with ESI operation needs, uses, gaps and opportunities.
- Added meta-data fields to track validation status, dates and reasons information is to be marked obsolete, etc.
- Developed processes to retroactively review data to remediate issues where rules could be encoded.
- Outlined roadmap for deployment to master data management (MDM) platform/data management capability.

"I can't stress enough the importance of having a trusted data partner in solving our data accuracy challenges. What HCIdea brings to the healthcare industry and delivers to our market specifically solves much of the challenges we face as an organization when it comes to regaining our confidence in our data."

-Senior Director, Enterprise Data Governance

Data Governance Progress

1999	86.70%
2006	91.30%
2017	95.90%

Locate and "in" an Rx History (Hx)

2006	72.67%
2017	92.20%

Prescriber Address Verified

The Data Accuracy Results

The effort to clean up and improve prescriber data accuracy has been a journey for the PBM that has yielded significant results. For example, in 1999, the home delivery pharmacies ability to locate and pin a prescription history to a specific prescriber at a specific location, with confirmed credentialing, was less than 87%. In 2006, immediately prior to the NPI credential rollout and with significant data governance being performed in that time-period, the PBM had about a 91% accuracy rate. But in 2017, without having to add or modify data or throw exceptions to a manual workflow, the PBM achieved close to a 96% accuracy rate. And while a four to five percent improvement may seem like a small margin, that five percent greater accuracy has a significant impact on the 1.4 billion claims or prescriptions processed by the PBM for approximately 60 million affected records.

> *"HCIdea was and is an integral part of moving these numbers closer to zero defect rate. Something that we in data governance strive for daily."*
>
> -Senior Director, Enterprise Data Governance

Also, in 2006, the PBM's prescriber addresses considered acceptable and deliverable by the U.S. Postal Service were about 88% with only 72% of them being verified, meaning the confirmed prescriber status had at least one secondary source in agreement. Through governance and data sourcing work, in 2017, the prescriber address content considered acceptable and deliverable was about 90% and 92% of that data was verified.

Learn more about how NCPDP's HCIdea Prescriber Database can help you solve your prescriber data accuracy challenges.