

# ProviderPoint<sup>®</sup>

## for Medical Device Manufacturers

**Cleanse, enrich and de-duplicate your healthcare provider data files with the most correct, current and comprehensive information. You'll get better results from your marketing, sales and regulatory compliance efforts. Right now.**

Healthcare provider information is constantly changing. With physicians and other providers moving and working from multiple locations, over 25 percent of provider demographic information changes each year. The result: between demographic changes and other data, more than 40 percent of a typical Medical Device Manufacturer's provider records have missing or inaccurate information. Worse, up to 30-50 percent of the provider records are duplicated across databases and difficult to join together due to input variations.

That's why Enclarity ProviderPoint for Medical Device Manufacturers is so important. ProviderPoint delivers correct, current and comprehensive information about the unique providers with which you do business.

We've done the work for you by building and maintaining our Master Provider Referential Database, the most comprehensive and current profile of every provider in the U.S. With ProviderPoint, your provider information will always be accurate and up-to-date. And that means improved sales, marketing, regulatory compliance and research results. Powered by ProviderPoint for Medical Device Manufacturers, you can:

- De-duplicate your records
- Fix what's wrong
- Augment what's missing
- Discover the best contact information
- Identify group and hospital affiliations
- Join records across multiple databases and CRM systems
- Support data integration via a persistent identifier
- Get trend analysis on transactions

ProviderPoint delivers an unrivaled depth, breadth and quality of information in a way that's easy to for you to integrate and use. A growing number of customers trust ProviderPoint as the authoritative solution for provider accuracy because it is:

**Correct:** Enclarity delivers the highest quality healthcare provider information by blending thousands of data sources, sophisticated analytics and healthcare data expertise.

**Current:** Enclarity provides reliable, up-to-date information by continually updating its Master Referential Database and the analytical science used to create it, and systematically verifying provider data via phone calls.

**Comprehensive:** Enclarity provides a wide array of information – demographics and key identifiers, including NPI numbers and credentials – about all types of healthcare providers. These include doctors, dentists, chiropractors and physical therapists, as well as facilities such as hospitals, outpatient centers, labs, pharmacies and others.

**enclarity<sup>®</sup>**



**Better  
provider  
information.  
Right now.™**

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### Be confident your organization has essential provider information

Only ProviderPoint assesses your current information, fixes what's wrong and delivers what you need to know about your providers. You can be confident that your provider data is accurate and actionable. Enclarity's clients choose ProviderPoint for its proven value in many applications, including:

- Sales and marketing campaigns
- Improved federal and state compliance reporting
- Improvements in analysis and management of provider information
- Better communication with providers
- Reduced costs associated with returned mailings and bad phone numbers
- Elimination of duplicate records, and filling gaps in provider information
- The ability to link and track provider records across databases via persistent identifiers
- Matching individual healthcare practitioners with affiliated groups and hospitals

ProviderPoint for Medical Device Manufacturers is delivered on a frequency that meets your business needs with fast turnaround time, confidence scores, verification indicators and the ability to apply custom business rules to ease integration. Enclarity can help you get up and running quickly with our deep implementation and integration expertise. Plus, you'll receive ongoing support from our account management team. You can also select ProviderPoint add-on services such as consulting and targeted transactional analytics, giving you advanced analytic data matching that ties transactional data to your provider records.

In addition, you can choose other Enclarity solutions, including:

**Enclarity ProviderLookup®**, our Web-based solution that offers a real-time, single source of up-to-date information about individual healthcare providers from our Master Referential Provider Database.

**Enclarity Provider SelectFile™**, a subscription service that delivers point-in-time healthcare provider information based on specific needs. Clients can choose from our Master Referential Provider Database by region, provider type, association and more, to accurately target business development opportunities.

Frost & Sullivan, a leading global growth consulting and IT analyst company, selected ProviderPoint as the winner of its *Global Excellence in Healthcare Information Technology Product of the Year Award*. In its report, Frost & Sullivan stated that ProviderPoint gives customers a unique competitive advantage, and lauded its impact in enabling accurate provider information and increased transparency within the healthcare industry.

The quality of your provider information drives your operating results. Powered by Enclarity, you can be confident that your provider information will be right today and tomorrow. Make ProviderPoint for Medical Device Manufacturers your competitive edge for correct, current and comprehensive information. Right now.



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