

Data—the greatest challenge and opportunity for healthcare marketing

50% of practitioner data changes every 18 months.

The healthcare landscape is continually changing.



Practitioner data changes in:

...one week¹

33,000 primary addresses

86,000 state license expirations

3,300 names

17,000 state license statuses

1,750 phones

7,000 qualifiers

1,500 fax numbers

1,000 DEA numbers

...one month²



~2.5%

of demographics

...one year³



20%

of doctors move or change practices

So how can you keep abreast of practitioner and facility activity in order to grow market share?

With the industry's most accurate and comprehensive data from

**LexisNexis®
MarketView™**,
the premier claims database:



Physician patient volumes



Procedures performed



Facilities used



Referrals given

Data is pulled from the LexisNexis® Provider Data MasterFile™, the industry's most comprehensive source of provider information:



1.2B medical claims



8.5M healthcare practitioners



190M practitioner relationships



1.75M prescribers

To learn more, call 866.396.7703
or visit lexisnexis.com/risk/health-care



Health Care

¹ "Provider Data Management Solutions," LexisNexis 2014

² White Paper: A Business Case for Fixing Provider Data Issues, 2014, enclarity, A LexisNexis Company.

³ As provider directory fines near, insurers look for ways to improve, update them. Healthcare Finance, April 4, 2016.

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