

# Reltio Data Enrichment with MedPro Integration

A Reltio integration hub-based batch data enrichment that can help Reltio MDM customers enrich the customer dataset with key license and demographic attributes required for federal, state, and local transparency reporting requirements and data-driven decision making.

## Background

### What is MedPro?

- MedPro group offers an extensive data set of 28 million records including HealthCare Practitioner and HealthCare Organizations.
- MedPro's database and its solutions can help customers meet their sales, compliance, and commercial needs for engaging the Healthcare and Life Sciences market. The MedPro database comprises of Practitioners and Organization data in United States and Puerto Rico.

### Practitioner Database

- 27 million records with 28 practitioner designations
- Regular updates from state licensing boards
- Extensive cleansing of all licensing data
- The MedPro HCP database is matched to DEA and NPI data
- Sampleability License details are available for practitioners
- License history supports instant audits

### Organization Database

- 800,000 records with 15 healthcare organization types
- Regular updates from State Pharmacy Boards, Departments of Health, and additional authoritative licensing sources within each state
- The MedPro Organisation database is matched to DEA and NPI data
- License history supports instant audits

## High Performance HCO and HCP Data Enrichment

Fresh Gravity has developed a data exchange between Reltio MDM and MedPro's databases to enrich your HCO and HCP data. We have applied our years of expertise in the Life Sciences and Healthcare domains, coupled with our expertise in MDM implementation to deliver a high performance, automated batch data interface that will improve and enhance your data.

This user-friendly integration:

- Is developed via optimized task execution techniques, which makes it productive and cost-effective
- Ensures data sync between Reltio MDM and MedPro data by ensuring data lineage, best practices for data models, and data load
- Has default mapping with Reltio's Life Science Velocity pack which features industry-standard attribution
- Allows customers to adjust mapping to their specific business model
- Empowers users to configure transformation and validation rules to fulfill their business requirements
- Is packaged with various data standardization, de-duplication, and cleansing rules to maintain the data quality in MDM and provides a platform for users to optimize data quality as per their data needs.
- Provides job statistics, email notifications, detailed logs, and failed records which can be validated by the customer and re-processed via one click. Users can also configure job types (e.g., full or incremental data load), choose data enrichments from a list of source systems provided by MedPro, and many more

Here is the list of third-party data sources provided by MedPro and MedPro-verified data enrichment sources that are supported by this integration. The list of sources may vary based on your subscription with MedPro.

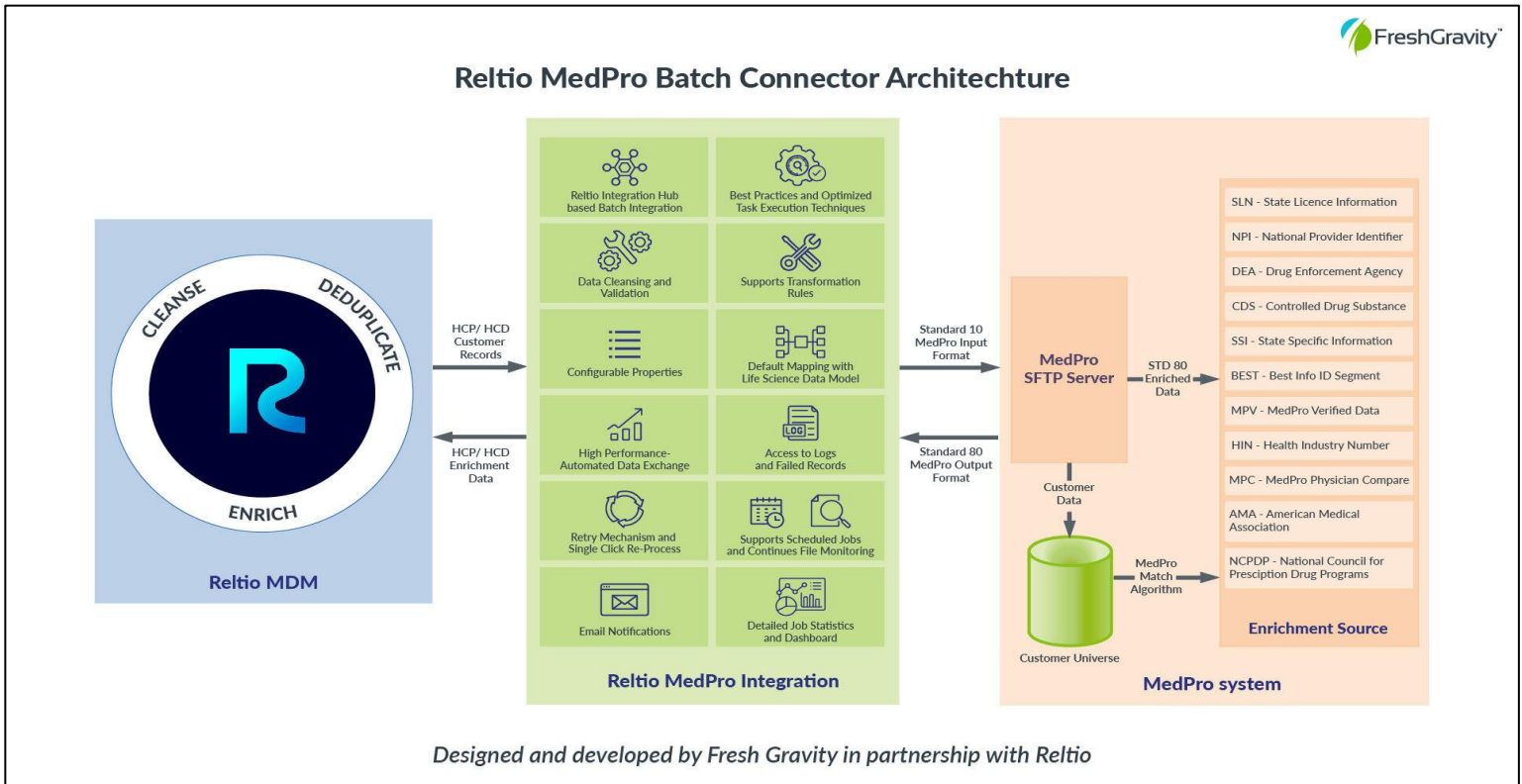
List of Enrichment Sources	HCP	HCO
SLN - State License Information	✓	✓
NPI - National Provider Identifier	✓	✓
DEA - Drug Enforcement Agency	✓	✓
CDS - Controlled Drug Substance	✓	✓
SSI - State Specific Information	✓	✓
BEST - Best Info ID Segment	✓	✗
MPV - MedPro Verified Data	✓	✗
HIN - Health Industry Number	✗	✓
MPC - MedPro Physician Compare	✓	✗
AMA - American Medical Association	✓	✗
NCPDP - National Council for Prescription Drug Programs	✗	✓

## Architecture

The integration offers automated data exchange between Reltio MDM and the MedPro system:

- The interface supports data exports from Reltio MDM via scheduled or ad-hoc jobs in MedPro's defined standard-10 format to the MedPro SFTP server
- Customer data is maintained by the MedPro system as a customer universe. MedPro uses its efficient algorithms to provide data enrichment of new and existing records in the standard-80 column output format
- The Interface offers continuous file monitoring and scheduled or ad-hoc jobs to import data to Reltio MDM
- By design, enrichment sources are merged to customer data without impacting ongoing processes

## Data enrichment with MedPro Integration



## About Fresh Gravity

Founded in 2015, Fresh Gravity is an innovation-driven Data and Analytics consulting firm that helps businesses make data-driven decisions. We are driven by data and its potential as an asset to drive business growth and efficiency. We are passionate innovators who solve clients' business problems by applying best-in-class data and analytics solutions. For more information, contact us at [info@freshgravity.com](mailto:info@freshgravity.com).

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