

# Provider Masterfiles

Comprehensive information on over **[6.2 Million]** Healthcare Providers



**PurpleLab**  
HEALTHCARE ANALYTICS

PurpleLab is a health-tech company driven by one clear philosophy:

**outcomes matter most.**

Improving healthcare decisions is only possible with structurally and semantically harmonized real-world data – aggregated and contextualized for instant analytics and a heterogeneous view of patients, providers, payers and healthcare outcomes.

We help organizations drive decisive action based on precise insights from real-world data – with the ultimate goal of giving everyone a fighting chance at the best possible health outcome.

## Unparalleled **[provider intelligence]** data for actionable insights

PurpleLab's Provider Masterfiles serve as the foundation of our advanced provider data solutions, offering a unique combination of comprehensive coverage, precision targeting, and actionable insights. Our provider reference data offers an overview of healthcare providers (HCP) and healthcare organizations (HCO) with taxonomy, geographic, language, online presence, and other identifying information. Beyond general provider identity information, PurpleLab's Provider Masterfiles offer enhanced data insights such as affiliations, referral patterns, Social Determinants of Health (SDOH), clinical trial metrics, and more. This additional data allows our clients to understand not just who a provider is, but also how they are connected within the healthcare ecosystem, their influence, and the broader social context that may impact healthcare delivery. These insights are crucial for nuanced targeting and engagement strategies, particularly in high-stakes areas like provider recruitment and clinical trial feasibility.

### Why PurpleLab?

What sets PurpleLab apart is our rigorous process of standardizing, de-duplicating, and validating CMS, third-party vendor, and real-world claims data. Through proprietary algorithms, we ensure that only the most recent and frequently confirmed data is surfaced, delivering what we call the “best version” of each data point—whether it’s an email, phone number, or practice address. This process significantly enhances the richness and reliability of our provider information, making it more valuable and actionable than what is available from competitors.

## [HCP] Reference Files

Comprehensive information on over 2.3 Million Physicians/PA/NP and a total of 6 million healthcare individuals including contact information. Best in industry affiliations, referral patterns, insurances accepted, patient SDOH, volumetrics on procedures and prescribing activity, and quality metrics.

**Overview:** HCP profiles including high-level geographic and taxonomy information

**Identifiers:** NPI, State License, Medicaid ID, CMS PAC ID, CMS Open Payments Profile ID, and issuing details

**Languages:** Languages spoken by Healthcare Practitioners

**Online Presence:** URLs associated with Healthcare Practitioners

## [HCO] Reference Files

PurpleLab provides comprehensive information healthcare organizations. We collect information including contact information, SDOH, affiliations, referrals, financial, quality, payer information, clinical trial metrics and more.

**Overview:** HCO profiles including high-level geographic and taxonomy information for Facilities, Groups, Chains, and Systems

**Identifiers:** NPI, State License, Medicaid ID, Tax ID, CMS PAC ID, CMS Open Payments Profile ID, and issuing details

**Names:** Other names (Legal, DBA, etc) associated with Healthcare Organizations (HCO)

**Online Presence:** URLs associated with Healthcare Organizations (HCO)

## [HCX] Add-Ons

Clinical Variation

SDOH

Referrals

Payments Received

Affiliations

Dx / Px / Rx

Prescribing Authority

HCP Emails

Volumetrics

Clinical Trials

Payer Mix

HCO Contacts





# Affiliations

## Connect the dots in healthcare with comprehensive [provider-organization insights]

In the dynamic world of healthcare, understanding the intricate relationships between healthcare providers (HCPs) and healthcare organizations (HCOs) is crucial for optimizing payer-provider networks and enhancing overall care delivery. PurpleLab's Affiliations Masterfile offers unparalleled insights into these relationships, providing detailed intelligence on affiliations that can transform how you manage and leverage provider data.

Affiliations represent the formal connections between HCPs and HCOs, such as hospitals, clinics, and medical groups. This data is essential for understanding how providers and organizations collaborate and interact within the healthcare system. Leveraging detailed affiliation data can significantly impact network management, provider recruitment, and care coordination.

### Comprehensive Affiliation Data

Detailed information on affiliated healthcare organizations (HCOs) and their connections with healthcare providers (HCPs), including names, types, addresses, and class of trade.

### Enhanced Provider Profiles

Rich, multi-dimensional profiles of providers, including accurate and current contact details and affiliations with multiple HCOs.

### Relationship Dynamics

Metrics on patient encounters and shared patients between providers and organizations, revealing the depth and frequency of interactions.

### Affiliation Strength Analysis

Indicators of relationship strength based on encounter frequency and shared patient data, helping to identify high-impact affiliations.

### Geographical and Organizational Mapping

Geographic mapping of affiliations and classification of HCOs by type and class of trade, providing insights into regional trends and network opportunities.





# Referral Patterns

Analyze **[provider impact]** and unlock how **[patients]** move through their care journey

Referral patterns offer valuable insights into how patients are referred between providers.. We take this analysis further by grouping claims over a specified time period, rather than just examining the multiple providers on a single claim. Leverage our robust medical claims data to gain a deeper understanding of how patients navigate their care journey.

## **Identity Referral Networks**

Unlock provider relationships by patient diagnosis and therapy. Provide insight into physician referral patterns, physician influence, care teams, and integrated networks.

## **Target Physician Influencers**

Identify individual physicians who are high referrers for specific conditions. Engage these key opinion leaders through targeted educational programs or promotional activities to drive awareness and adoption.

## **Healthcare Costs in Physician Referrals**

Leverage proprietary standardized pricing to understand the cost effectiveness of treatment pathways. Position your organization for success during reimbursement negotiations.

## **Patient Loyalty**

Determine whether patients are staying in-network or being referred outside. Enhance patient retention by understanding and addressing these referral patterns.

## **Treatment Patterns**

Analyze patient flow between providers to uncover typical treatment pathways for specific conditions, allowing you to optimize care delivery..

