

NEWS RELEASE

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NCPDP'S HCIDEA PRESCRIBER DATABASE V2.0 GOES LIVE MARCH 1, 2007

Scottsdale, AZ - NCPDP and HCIdeas are proud to announce a smooth transition to v2.0 of the HCIdeas™ Prescriber Database. This relational database, with over 1.1 million prescribers, is more robust than ever before. New enhanced data elements with higher than ever field fills make HCIdeas™ the premier product for prescriber look up, NPI to DEA mapping for crosswalking, and general prescriber identification.

"HCIdeas™ has the important data elements pharmacies need to identify prescribers, cleanse existing databases and prepare for prescribers NPI", stated Robin Ebert, NCPDP's HCIdeas™ Product Manager.

HCIdeas™ is available under license agreements with data elements such as:

- Prescriber demographics including multiple practice locations
- Phone, fax, zip+4 and DVP (Delivery Point Value)
- Degree, gender and date of birth
- Identifiers: UPIN, State license numbers, DEA and NPI numbers

Meta-data is contained in the files to infer confidence in the accuracy of the given data value. This feature provides for more flexibility in decision making to aid in assessing multiple addresses and phone numbers.

The Prescriber Online Lookup product is currently undergoing beta testing by the Department of Defense and will be commercially available June 1, 2007. NPILookUP.org will also provide pharmacists with a tool at the store level for filling prescriptions and aiding pharmacies in converting from the DEA or other prescriber identifier to the NPI.

"Both HCIdeas™ products will contain the NPI when available," stated Robin. "We are prepared for the receipt of a large and comprehensive file and we are addressing all the details necessary to match the NPI related data in the CMS database with the appropriate records in the HCIdeas™ data asset. NCPDP is very excited about these tools and extremely pleased that we have a solution for industry."

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HCIddea is available today by contacting Robin Ebert at 480-477-1000 ext 118 or Rebert@HCIddea.org.

About NCPDP

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with over 1500 members representing virtually every sector of the pharmacy services industry. Our diverse membership provides leadership and healthcare business solutions through education and standards, created using the consensus building process. NCPDP has been named in federal legislation, including HIPAA and the MMA. NCPDP members have created standards such as the Telecommunication Standard and Batch Standard, the SCRIPT Standard for e-Prescribing, the Manufacturers Rebate Standard and more to improve communication within the pharmacy industry. Our data services include the NCPDP Provider Identification Number, a unique identifier of over 74,500 pharmacies, and HCIddea, *"The Prescriber Identity Solution"*. For more information about NCPDP Standards, Data Services, Educational Programs and Work Group meetings, go online at www.ncpdp.org or call (480) 477-1000.

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