

## **NEWS RELEASE**

**FOR IMMEDIATE RELEASE**  
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### **NCPDP Announces NPIs on HCidea™ Database November 1, 2007**

**Phoenix, AZ** – NCPDP announces that the National Provider Identifier (NPI) is now available on the HCidea™ database as of November 1<sup>st</sup>, 2007. This relational database, with over 1.3 million 3prescribers, is more robust than ever before. Designed specifically for the pharmacy services sector of the health care industry makes NCPDP's HCidea™ the premier product for prescriber information including NPI to DEA mapping or cross walking, and multiple practice locations.

The HCidea™ online lookup tool ([www.HCideaLookup.org](http://www.HCideaLookup.org)) allows pharmacies to obtain address, phone, licensure, DEA and NPI information on prescribers using a web browser. For a demo of this product please visit [www.HCideaLookup.org](http://www.HCideaLookup.org) and click on "Watch the Demo."

The HCidea v2.0 relational database contains multiple addresses, legacy identifiers, DEA numbers, State License information and NPIs. Optional prescriber sanction data is also available. NCPDP's HCidea™ also offers optional Data Enhancement Services available from Ingenix, Inc. which are customized by subscriber and range from simple NPI population of proprietary databases to full data compare and correction services.

For more information on how HCidea™ is prescribing the way of the future, please contact Robin Ebert at NCPDP at 480-477-1000, ext 118.

#### **About NCPDP**

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with over 1550 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 Pharmacy Database containing information and NPIs on the nation's 70,000 pharmacies, and HCidea™, "*The Prescriber Identity Solution*". For more information about NCPDP Standards, Data Services, Educational Programs and Work Group meetings, go online at [www.ncpdp.org](http://www.ncpdp.org) or call (480) 477-1000.

