

CONTACT:

Janet Cabibbo

Amendola Communications for NCPDP

480-664-8412 ext. 15

jcabibbo@ACmarketingPR.com

FOR IMMEDIATE RELEASE

NCPDP ANNOUNCES GENERAL AVAILABILITY OF HCIDEA 3.0 PRESCRIBER DATABASE

Comprehensive Database Streamlines Claims Processing, ePrescribing

*Enhanced Delivery Options Make It Easy and More Convenient to Track Updates on
Over 2 Million U.S. Prescribers*

SCOTTSDALE, AZ –August 10, 2011–The [National Council for Prescription Drug Programs \(NCPDP\)](#), a not-for-profit pharmacy standards development organization, announced today the availability of [HCidea 3.0](#), the latest upgrade to the gold standard for reliable data on over 2 million prescribers. Pharmacies, health plans, PBMs, payers, government agencies, third party administrators, healthcare manufacturers, and system vendors use HCidea to speed claims adjudication and decrease appeals, facilitate multiple state claims, minimize prompt pay penalties, credential prescribers, reduce ePrescribing errors, facilitate retroactive drug utilization review, and decrease fraud and abuse.

HCidea 3.0 makes it fast and easy to get reliable data and timely updates on over 2 million prescribers. Users can choose weekly or monthly updates, and can elect to receive files that identify only additions, changes and deletions to prescriber data, eliminating the need to track updates. The comprehensive database includes up-to-date prescriber profiles, including a DEA to NPI crosswalk, Surescripts Provider Identifier (SPI), as well as degree, specialty, licensing information, drug schedule, contact information, and other demographic details. Other unique features include the ability to access data on prescribers with multiple practice locations and multiple state license numbers.

“The enhancements to HCidea 3.0 make it easy and affordable to access the industry’s most comprehensive database of reliable prescriber data,” explained Phillip Scott, NCPDP senior vice president, business development. “With [on demand](#) access using the HCidea Lookup Tool, pharmacists, pharmacies and other healthcare professionals can save valuable time associated with claims adjudication, drug utilization review, fraud and abuse surveillance, and more.”

About NCPDP

Founded in 1977, NCPDP is a not-for-profit, ANSI-accredited, Standards Development Organization with over 1,600 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, MMA, and HITECH. 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 database products include dataQ™, a robust database of up-to-date information on more than 75,000 pharmacies, and HCidea™, a database of continually updated data on more than 2 million prescribers. NCPDP’s RxReconn™ is a legislative tracking product for real-time monitoring of pharmacy-related state and national legislative and regulatory activity. For more information about NCPDP Standards, Data Services, Products, Educational Programs and Work Group meetings, go online at www.ncdp.org or call (480) 477-1000.

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