Incorrect physician data impedes timely, affordable patient care

In 2016, the Centers for Medicare & Medicaid Services (CMS) conducted a review of online physician directories and found that nearly 50% of physician directory information was inaccurate. The most common inaccuracies pertained to physician office location, physician phone number and new patient acceptance—a critical factor impacting physician selection.

CMS and other federal regulating bodies have issued regulations to ensure physician directory accuracy across the industry. Additionally, there is substantial variability among state rules. Several states are implementing their own requirements for state regulated plans that may differ from federal requirements.

While these regulations do not apply directly to you, they can have a direct impact on your practice.

- Payers may inundate your office with repetitive requests for directory data updates and verification to comply with regulations. This may detract from patient care.
- Your patients use physician directory information to make informed choices. Inaccuracies put them at risk of unexpected medical costs and delays in care.
- Directory inaccuracies can complicate referrals and may impact the success of your practice.
- Incorrect data works directly against the very reason you opted to participate with health plans and be listed in their directories.
Encourage participation

The American Medical Association and its wholly owned subsidiary, AMA Business Solutions in collaboration with LexisNexis® Risk Solutions have developed a streamlined, easy-to-use solution called VerifyHCP™ that ensures payers have the most up-to-date physician data available with minimal disruption to your practice. Its benefits include:

- Minimizes physician office workflow disruptions with a single interface to update all participating directories at one time.
- Allows more time for patient care by pre-populating physician profiles with highly accurate data.
- Helps patients reduce the risk of unexpected medical costs and delays in care.
- Reach out to your payers using the following template to encourage their participation. For more information on VerifyHCP, visit ama-assn.org/verifyhcp.

Dear Payer,

As you may be aware, both federal and state regulations require that the data related to my practice is consistently up to date in your plans’ physician directories. This information is critical to my patients. Incorrect physician information creates frustration, may impact medical costs and potentially delay care. The ultimate priority for my practice is to focus on treating patients. While I am happy to assist your efforts in complying with federal and state regulations, it is burdensome for me to respond to multiple requests from payers seeking to verify my practice information. In short, I cannot sacrifice patient care for increased administrative activities.

I have recently received information about a pre-populated physician data solution that streamlines verifications and updates across participating health plans, such that a single verification or update transmits to all participating payers. As I understand this solution, VerifyHCP, it is different from others on the market because it combines my physician information already collected by the American Medical Association with data analytics and data cleansing by LexisNexis® Risk Solutions. This solution has the potential to reduce the work my office has to do and make it much easier to assist you in your provider efforts.

I encourage you to investigate VerifyHCP and maybe consider it as a solution for your organization. You can find information about it at ama-assn.org/verifyhcp or call LexisNexis at 866-396-7703.

Sincerely,

Your Name
Your Title