

***ribbon**

Simplifying healthcare navigation

How reliable provider information builds
road signs for your patients' journeys



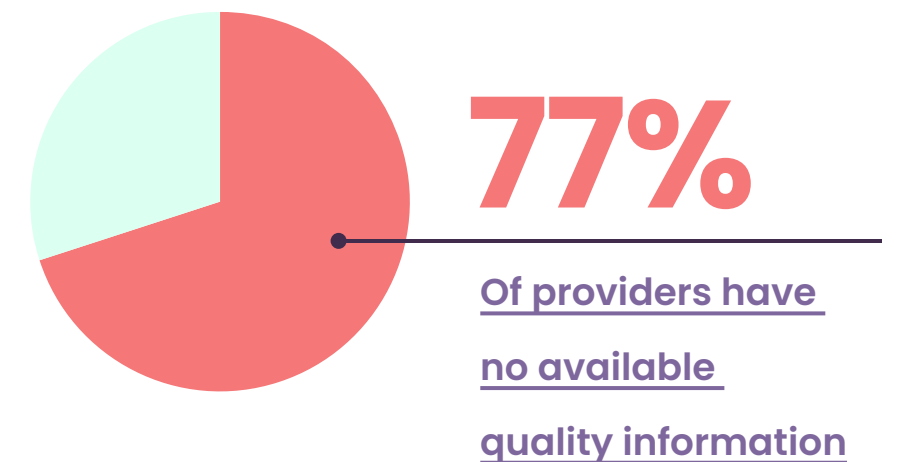
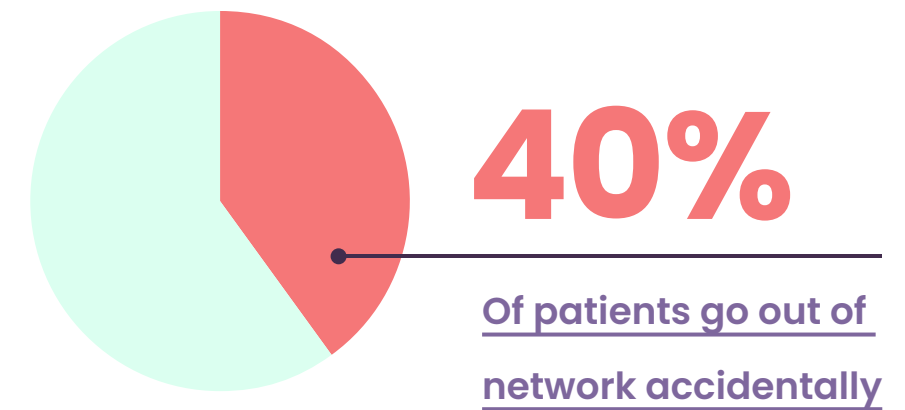
Healthcare is a journey that spans the most important experiences in a person's life.

An American healthcare consumer makes this journey without the benefit of GPS. Steep curves, hairpin turns, and confusing road signs appear out of nowhere.

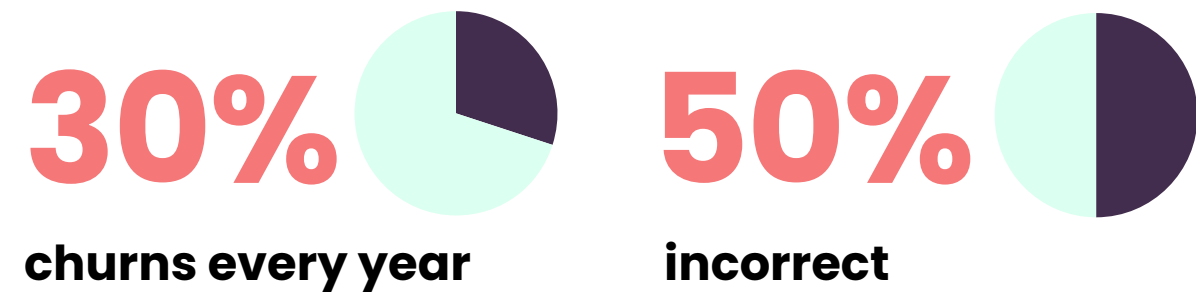
People cite the ability to keep their doctor as a compelling reason for choosing a particular health plan, but many have difficulty telling if their doctor is in-network.

Growing numbers of Americans don't even have a primary care physician. This suggests that they've had difficulty finding one—and are missing preventive care that would improve their health and well-being.

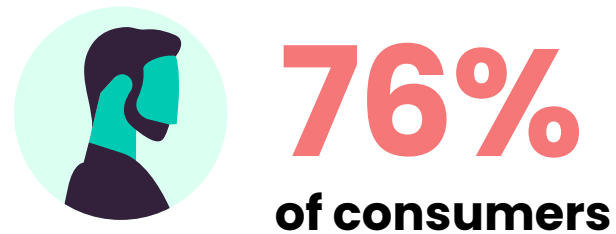
Each of these problems tie back to the quality and availability of provider data.



Provider data is broken.



Health plan provider directory data



Consult that same data – on their health plan website – to find a doctor.

Provider data is fragmented across thousands of healthcare IT systems.

Frustrating consumers at every turn, provider data equally burdens providers, health plans, and digital health companies, as they attempt to help consumers navigate the health system.

While technology influences every healthcare decision, provider data isn't keeping pace with digital tools, consumer expectations, or business needs.

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What if provider data was **more like GPS?**

What if provider data was consistent, simple to access, and available nationwide, for all healthcare organizations and all consumers?



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A single source of truth for provider information would transform healthcare experiences. It would propel healthcare to become higher quality, more convenient, and more cost-effective.

**What's holding
us back?**



Roadblocks to overcome

The road to better healthcare is full of barriers caused by the current state of provider data.

Fractured

Not only is provider data scattered across the nation—it's contradictory inside each healthcare organization. Similar sets of data are stored, maintained, and accessed within different teams. Within a health insurance company, the teams responsible for the provider network and the provider directory often rely on different, static data sets.

Poor-quality

When organizations build their own provider data resources, they typically rely on data from [the National Plan and Provider Enumeration System \(NPPES\)](#), compiled by the Centers for Medicare & Medicaid Services (CMS). Audits show this data is 48% inaccurate.

High-maintenance

Building and maintaining an organization-wide resource requires significant time and costs, including time spent correcting mistakes in the original data.

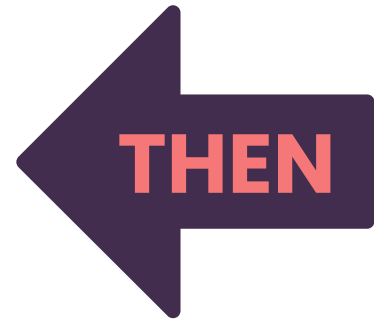
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APIs transform industries

Application programming interfaces (APIs) make it possible for organizations to deeply integrate third-party products into their own applications.



Travel



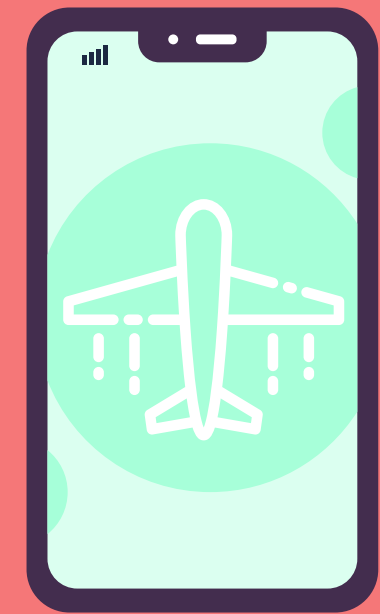
Paper-based. Travel agents were gate-keepers.



Airfares, hotel costs, and other comparative information are available within a single site, from online travel agents like Orbitz and Kayak.



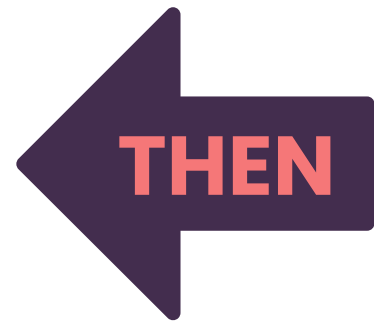
Travel becomes more personalized, secure, and seamless.



APIs

APIs from travel technology companies including Amadeus, Sabre, and Travelport support worldwide flight and hotel booking.

Banking



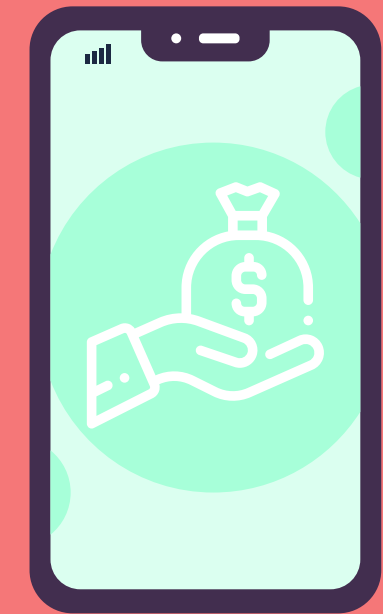
Paper-based. In-person visits to banks. Tellers were gate-keepers.



Sites that link an individual's accounts and investments, track spending, and offer budgeting tools. Money management websites like Mint and iBank use this approach and so do major banks.



Financial transactions become simpler and exponentially faster, delighting customers.



APIs

APIs from financial data companies like Investnet, Yodlee, Kontomatik, and Plaid support online transactions, data aggregation, user-friendly reporting, and more.

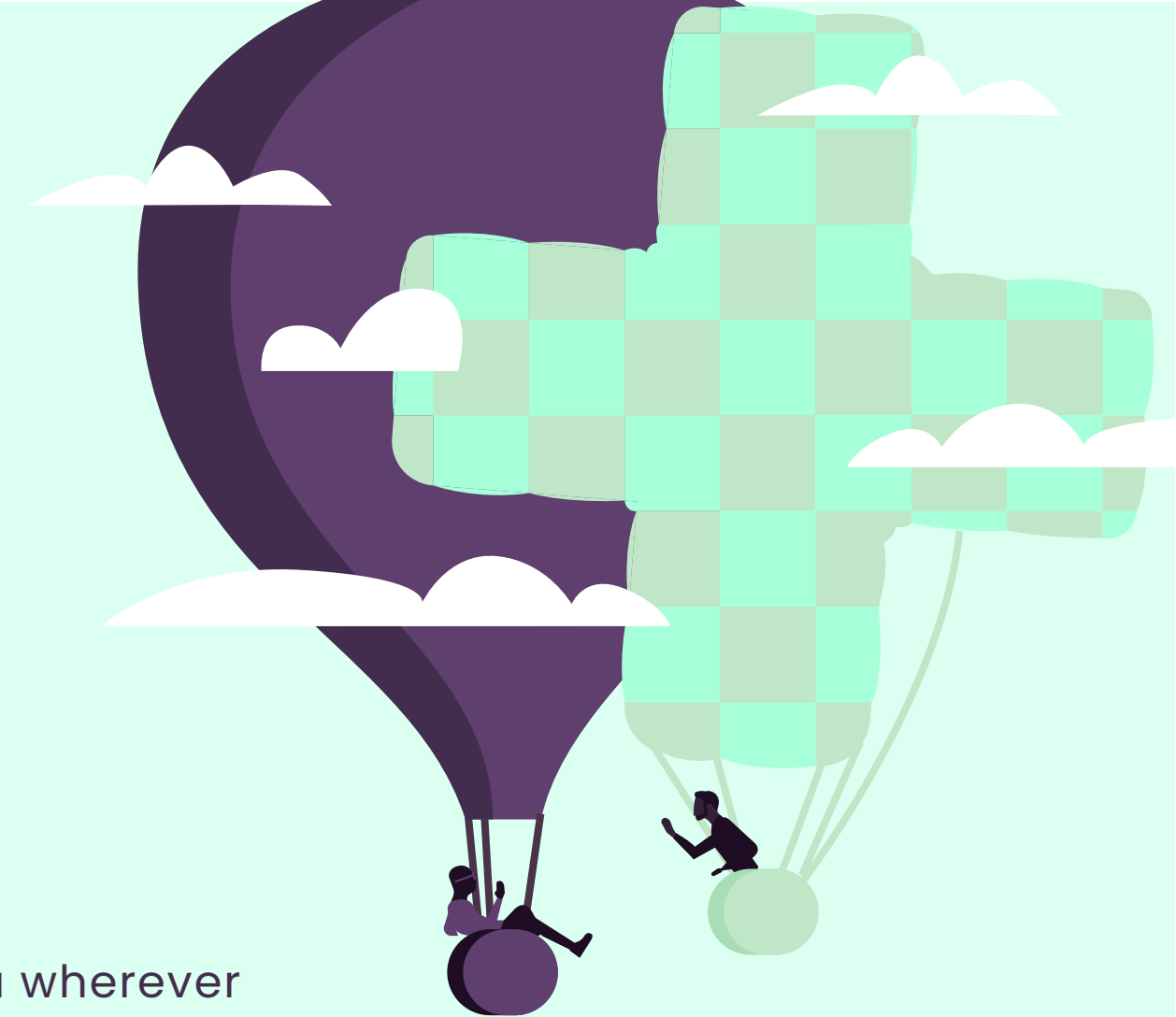


Healthcare turns to APIs

CMS' Interoperability and Patient Access final rule requires, among other things, that thousands of health plans make their provider directory data available via APIs.

APIs provide another opportunity within healthcare: the ability to integrate

high-quality provider data wherever it's needed. The combination of APIs and accurate, real-time provider data simplifies many different kinds of healthcare interactions.





Smother navigation across healthcare.

A unified provider data layer means a changed patient experience, both for patients and the people who help them.

- When you need to find a doctor within your health plan, you have accurate information at your fingertips. You can tell if a primary care provider is close to you and part of your plan.
- Your provider refers you to a specialist. Their team uses practice management software to find a high-quality specialist—right clinical expertise, right network, right location for you.
- After seeing a specialist, you need some imaging. The call center helps you navigate to a diagnostic center that’s convenient, well-run, and cost-effective.
- You need a prescription refilled, but you don’t want to go in-person to a pharmacy. You transfer your prescription to a mail order pharmacy option, and easily find your prescriber in their workflow.

These positive changes are happening now. Ribbon Health’s customers—including healthcare providers, health plans, and digital health companies—are changing healthcare for the better.

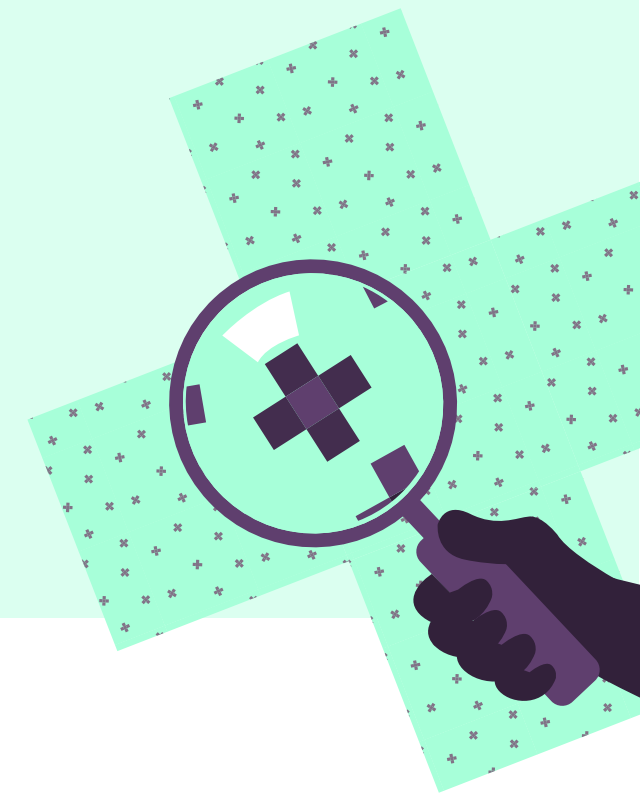
Providers



Improve patient experiences

- Referrals are quick and in-network, improving patient satisfaction and reducing network leakage.
- Digital front doors enable patients to easily find providers.
- Provider data tools guide patients towards value-based care.
- Patient experience is consistent across digital health and in-practice experiences.

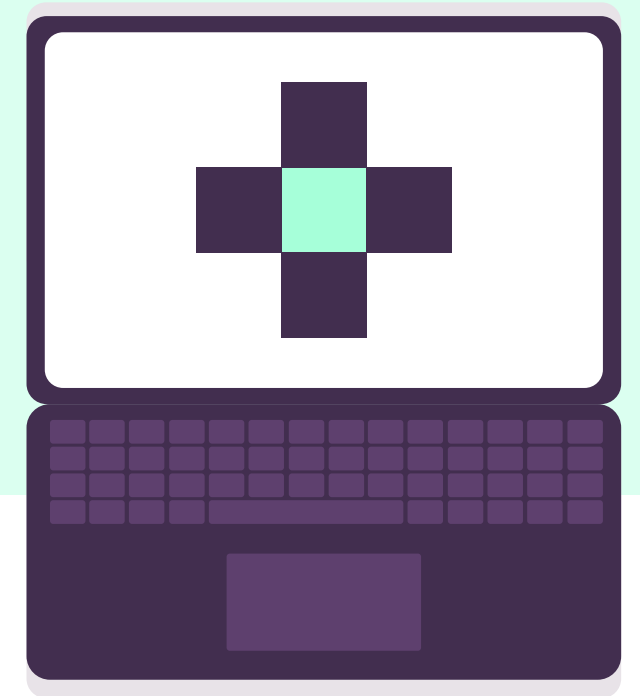
Health plans



Strengthen relationships with members and providers

- Consumers trust and rely on their health plan directories, which also support all regulatory standards.
- It's straightforward for health plans to build and maintain provider networks and to ensure that network adequacy standards are always met. When network changes are necessary, the data keeps pace.
- Health plans prioritize provider requests, reducing unnecessary paperwork and abrasion and improving relationships.

Digital health



Grow consumer engagement

- Digital health companies power any “doctor finder” or “health plan finder” workflow, supporting direct interaction with consumers and B2B offerings to employers.
- At the conclusion of a telehealth appointment, it’s easy to refer a patient to a specialist or primary care provider.
- Employees can easily evaluate their health plan options based on their provider network.
- An employee intranet becomes a resource for quickly finding quality care, such as low-cost and effective physical therapy options.

A better patient journey can begin today

With a seamless provider information layer, healthcare organizations can empower their own teams while making it easier for consumers to navigate healthcare.

The result is a transformed patient journey, where individuals are more informed and in charge of their healthcare choices.

[Learn more about Ribbon Health and how we support our customers' success.](#)

The logo for Ribbon Health, featuring a small white plus sign above the word "ribbon" in a lowercase, white, sans-serif font.

