



Universal Provider Datasource®
Provider Survey Report

Introduction

Universal Provider Datasource

Many healthcare and provider organizations worked together with CAQH® to develop the Universal Provider Datasource® (UPD®) in 2002. It is an industry shared solution to address common frustrations and unnecessary spending driven by the fragmented, redundant and inconsistent nature of collecting, maintaining and distributing administrative provider data.

The online self-reported provider data-collection service uses a standard electronic form that meets the needs of many health plans, hospitals, government agencies and other healthcare organizations. UPD enables physicians and other licensed healthcare professionals in all 50 states and the District of Columbia to enter their professional and demographic information free-of-charge into a secure database, where they can then authorize which healthcare organizations access their information. Regular updates by providers keep the information complete and current.

Today, more than one million healthcare providers use UPD, and over 650 participating healthcare organizations depend on it as a reliable and cost-effective source of provider data. This milestone demonstrates that the service is the trusted healthcare industry standard for self-reported provider data used to streamline critical administrative processes including credentialing, member services, network directories, referrals and claims administration.

UPD meets credentialing data collection requirements of healthcare quality accreditation agencies, including the National Committee for Quality Assurance (NCQA), URAC and the Joint Commission, and has been adopted as a standard form for provider credentialing in 12 states and the District of Columbia.

** In UPD, a provider is defined as a licensed practitioner which includes physicians, chiropractors, dental and vision care providers, behavioral health specialists and 25 other provider types.*

Background

With more than one million providers using UPD, CAQH sought to better understand why they use the tool and how it affects their organizations. To this end, CAQH commissioned a survey of providers using UPD with KRC Research, an independent research firm based in Washington, D.C.

Objectives

In engaging KRC Research to conduct this survey, CAQH was interested in assessing satisfaction and establishing a benchmark against which to compare future studies. The survey was designed to specifically measure the following:

- Level of provider satisfaction;
- Primary reasons for using the service and how it provides value;
- Usefulness and functionality of existing features;
- Opportunities to improve the current service; and
- Interest in potential new features and capabilities.

Methodology

KRC Research conducted an online survey of 1,745 providers using UPD* between January 25 and February 8, 2012.

To conduct the survey, a sample was randomly drawn from the full UPD database. From this, invitations were sent to 18,500 users via email. The 9% response rate, which is higher than the typical response of similar online customer surveys, indicates significant interest in providing feedback about UPD.

The margin of error for the full sample is +/-2.3 percentage points.

For open-ended questions, in which individuals provided written answers in their own words, KRC tabulated the first 400 verbatim responses, quantified them and reported on the findings.

Key Findings

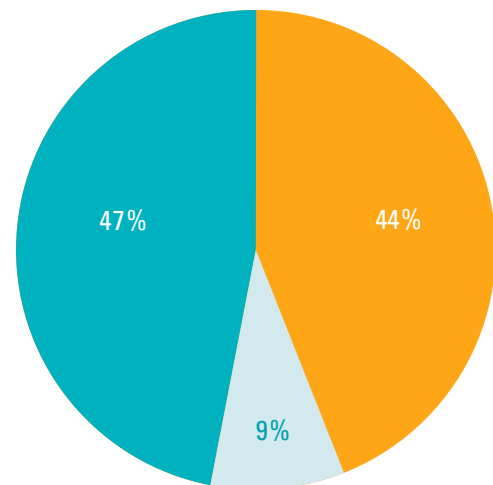
The results of this survey reinforce why UPD has become an invaluable industry resource used by more than one million healthcare providers. Evidence of its numerous benefits, from reduction of paperwork to time and costs savings, are demonstrated by the high levels of satisfaction among providers using the service. The ease of use and ability to maintain all relevant information within a single source lead nearly **nine-in-ten** respondents to say they would recommend UPD to their peers.

- Altogether, **91% are satisfied with UPD**, with nearly half (**47%**) very satisfied.
 - Providers and medical professionals involved in credentialing as well as billing and office management are similarly satisfied (93% and 89%, respectively).
- In fact, nearly nine-in-ten (**87%**) are likely to recommend UPD to their peers—and nearly six-in-ten (**57%**) are very likely to do so.
- Providers say they are satisfied because UPD is easy to use, saves time and reduces paperwork. The most common complaint is the frequency with which information needs to be updated.

Survey respondents were invited to comment on why they were satisfied using UPD. The top ranked verbatim responses fell into the following categories:

1. Easy to use
2. All relevant information is located in a single source
3. Saves time
4. Less paperwork
5. Easy to keep updated
6. Saves money
7. Convenient

Provider Satisfaction with UPD



Total Satisfied: 91%

Benefits of UPD*

82%

UPD reduces paperwork

71%

UPD saves time

39%

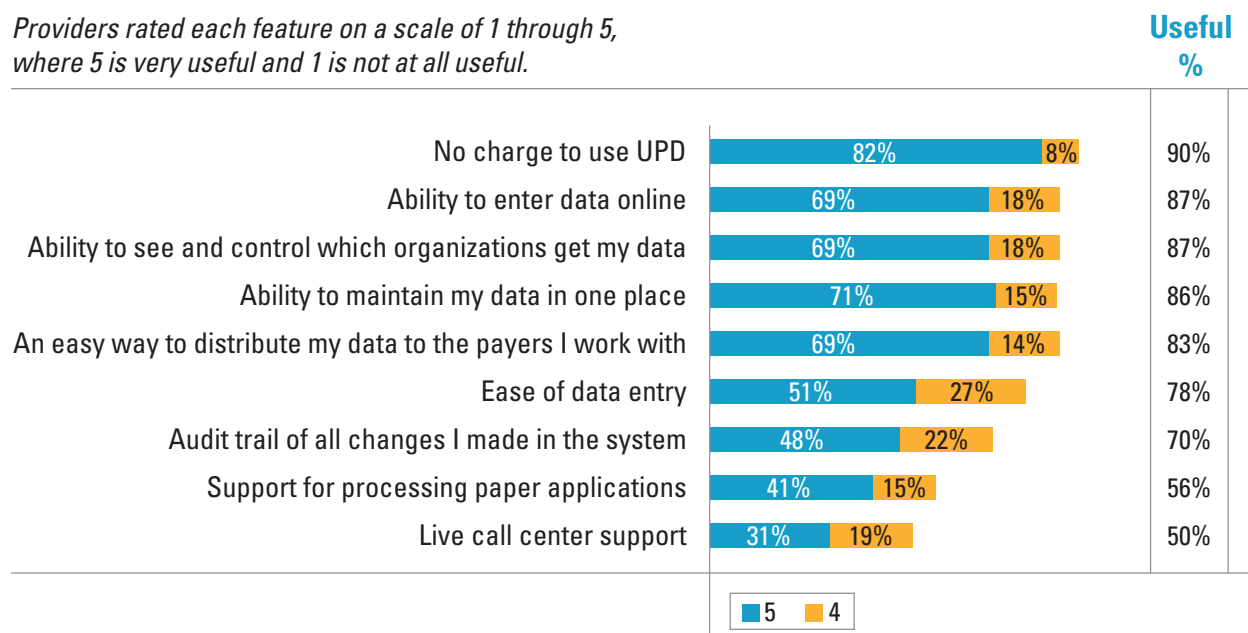
UPD saves money

* Total adds up to more than 100% due to multiple responses.

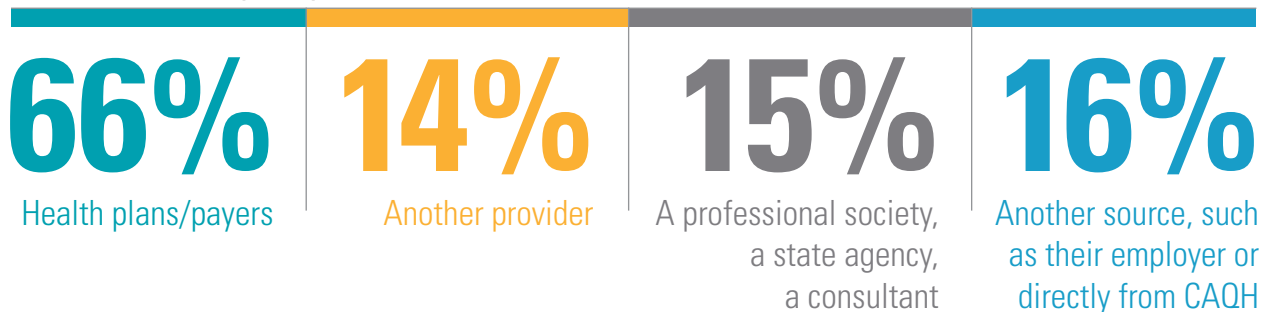
Useful Features

A central reason for the high satisfaction rate among providers who use UPD is the ability to easily and reliably manage and distribute their data in one place. Through a single, trusted source to control provider data, the service has eliminated redundant paperwork and reduced wasteful spending across the healthcare industry.

Providers rated each feature on a scale of 1 through 5, where 5 is very useful and 1 is not at all useful.



How Providers Say They Learned About UPD*



* Total adds up to more than 100% due to multiple responses.

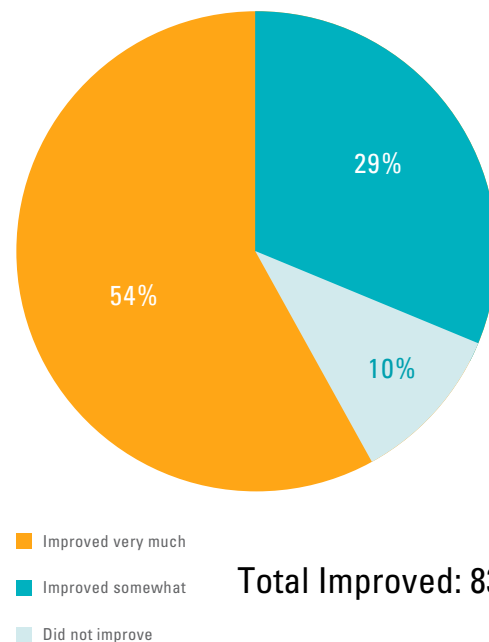
Value to Providers

Through UPD, healthcare providers have seen a tremendous decline in the volume of duplicative paperwork and the time required

for managing essential administrative tasks. A large majority reports that the service helps their practice easily maintain required administrative data and submit it in a timely manner, thereby increasing overall productivity and efficiency.

- A strong majority (**82%**) say UPD reduces paperwork and saves them time (**71%**). A significant minority also say it saves them money (**39%**).
 - Billing and office staff or managers (77%) are most likely to say using UPD saves them time compared with 66% of physicians, 64% of nurses and 62% of psychologists or counselors. These differences are likely attributed to differences in how providers and office staff use the service.
 - When asked to choose which benefit offers the biggest value, providers are split—42% say it is the reduced paperwork and 42% say it is the time saved. Just 6% say the money saved is the biggest value.
- A clear majority (**83%**) say that UPD has helped improve their practice’s ability to submit and maintain required administrative data; over half (**54%**) say very much so.

The extent to which UPD helps improve the ability to submit and maintain administrative provider data.

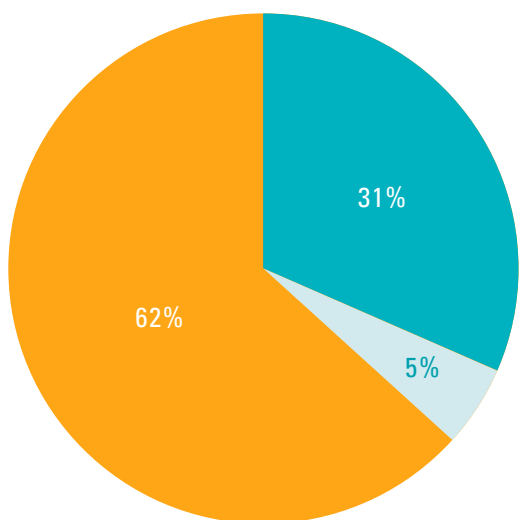


Total Improved: 83%

Navigating the Service

A majority of providers find UPD very easy to use and access. Importantly, the service allows providers and their office staff to spend less time on administrative tasks. Valuable UPD features include automated reminders to help providers keep their data current and complete.

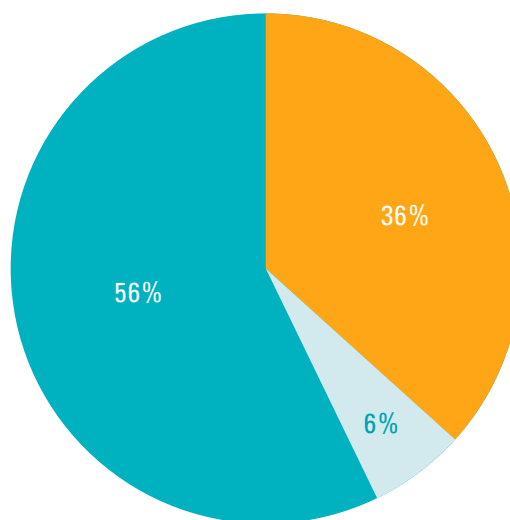
Access to UPD



Easy to Access: 93%

- Very easy
- Somewhat easy
- Not Easy

Using UPD



Easy to Use: 92%

- Very easy
- Somewhat easy
- Not Easy

- Despite ease of use and access, eight-in-ten (76%) have had an occasion to contact customer service.*
 - Of those who have contacted customer service the majority found it helpful (**86%**).
- Providers also find reminder messages to update their data useful—the majority (**83%**) say this is when they update their data.
 - Nearly half (**46%**) update it every time they have new information to report, but a strong minority (35%) rely on their organization to tell them when to update. Very few (3%) say they update it when they remember or have time.
 - Those who work in small physician offices are most likely to rely on the reminder messages—85% say this is when they update UPD compared with large physician practices (79%).

9-in-10

find UPD easy to use and access

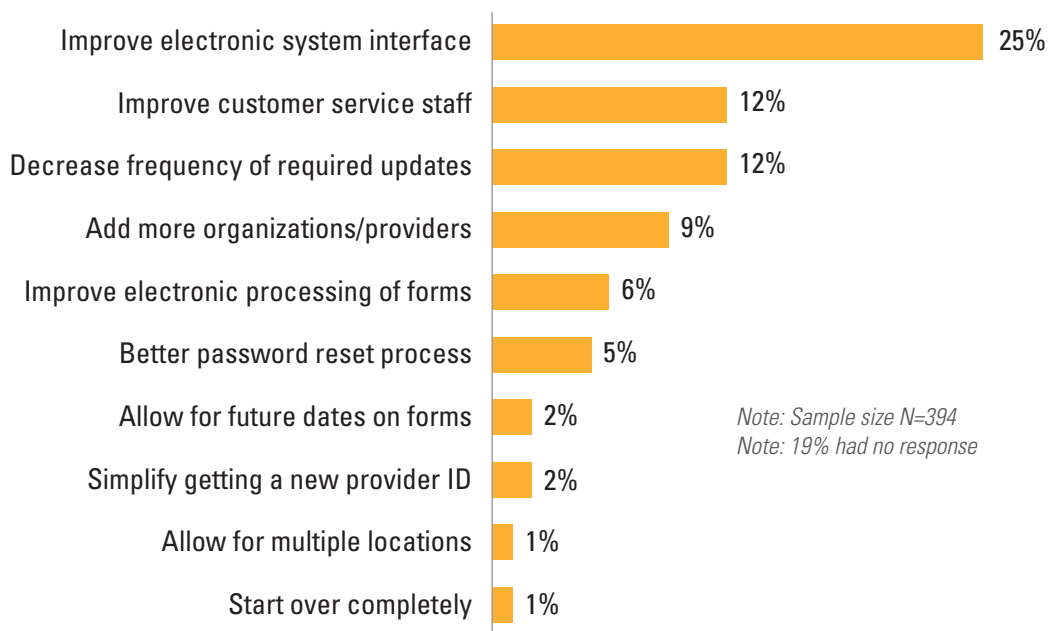
8-in-10

find reminder messages useful in updating their data

**Nearly 82 percent of customer service calls relate to UPD password or username requests, according to separate data from the CAQH Help Desk.*

Opportunities for Improvement

While providers using UPD report high levels of satisfaction with the service, almost 80% offer suggestions for future improvements. CAQH is committed to evaluating and implementing improvements to the service that will benefit users. Looking ahead, it is clear that multi-stakeholder, collaborative solutions are critical to achieving administrative simplification.



When asked explicitly, providers reported a desire to have more organizations participate.

- Over one third of providers (36%) say there are additional organizations that they would like to see participate in UPD. They specifically noted more government agencies, payers and hospitals.

36%

want more organizations—such as government agencies, payers and hospitals—to participate

■ For More Information

CAQH Homepage:
www.caqh.org

UPD FAQ:
www.caqh.org/updFAQ.php

UPD Participating Organizations:
www.caqh.org/participatingorgs.php

CAQH UPD Application:
<https://upd.caqh.org/oas>