



Assess Your Customer Reference Data Solution

Customer reference data is an appreciating asset that pays dividends and adds ongoing value the more you invest in its quality. Commercial success, field force productivity, and digital excellence are not possible without accurate, complete, and comprehensive data on HCPs and their affiliations.

Use this checklist to ensure your data provider is equipped to provide accurate customer data:



Comprehensive HCP Profiles

- Demographic and contact data (full name, gender, status, addresses, phone)
- Detailed specialties and focus areas (e.g. neurology and epilepsy)
- Credentials data (degrees, certifications, medical school, doctor grades, residency)*
- Patient-facing affiliations as well as market access, commissioning, and hospital administration data (e.g. UK: Clinical Commissioning Groups, Primary Care Networks, France: Groupements Hospitaliers de Territoire)
- Unique national HCP identifiers (e.g. UK: GMC, France: RPPS) and unique EU cross-border IDs
- Real-time access to full HCP universe and instantaneous download of new records



Detailed Healthcare Organization (HCO) Profiles

- Demographic and contact data (full name, address, phone, fax)
- Comprehensive HCO type data (hospital groups, group practices, pharmacy groups)
- HCO segmentation insights (organization and department treatment/specialties, number of HCPs per organization, number of patients*, official organization identifiers* (e.g. UK ODS, France FINESS))
- Full health system hierarchies and detailed role/affiliations data (HCP-to-HCO and HCO-to-HCO relationships)



Data Stewardship Services

- EU-based team of data stewards who understand regional nuances and speak local languages
- Data change requests (DCRs) at no additional cost
- DCR resolution times within two business days
- Daily proactive updates (using both AI and human stewardship)



Dedicated Customer Success Manager

- Partners to understand your business needs
- Drives adoption and data awareness
- Monitors data quality and DCR volume to track trends

For an in-depth assessment of your current data maturity, please [contact us](#) for a data evaluation.

*when available

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