

Health Care Provider Influencers (HCPi)

Data Dictionary
Version 2.4

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CUSTOMER

Column	MaxLength	DataType	Desc
HCPI	10	NUMBER	HCPI Index
FN	50	VARCHAR	HCP First Name
MN	50	VARCHAR	HCP Middle Name
LN	50	VARCHAR	HCP Last Name
GEN	10	VARCHAR	HCP Gender
PRE	10	VARCHAR	HCP Prefix
SUF	10	VARCHAR	HCP Suffix

Description: Normalized list of all the Health Care Provider Influencers (HCPI). Each Influencer has a unique HCPI number.

CUSTOMER_ADDRESS

Column	MaxLength	Data Type	Desc
HCPI	10	NUMBER	HCPI Index
ADDR_RANK	5	NUMBER	Address Location Rank (1 through x)
ADDR1	100	VARCHAR	Office Location - Street 1
ADDR2	50	VARCHAR	Office Location - Street 2
CITY	50	VARCHAR	Office Location - City
ST	2	VARCHAR	Office Location - State
ZIP	20	VARCHAR	Office Location - Postal Code
COUNTRY	50	VARCHAR	Office Location - Country

Description: Normalized list of all the Health Care Provider Influencers (HCPI) address locations. Each Influencer can have multiple office/calling locations. ADDR_RANK lists the addresses in the order of importance. A value of "1" is the best address available for the Influencer.

CUSTOMER_SPECIALTY

Column	MaxLength	DataType	Desc
HCPI	10	NUMBER	HCPI Index
SPEC_CD	15	VARCHAR	HCP Specialty Code
SPEC_OR	50	VARCHAR	HCP Specialty Order (Primary, Secondary, Other)

Description: Normalized list of all the Health Care Provider Influencers (HCPi) specialties. Each Influencer can have multiple specialties. Specialty order values are **Primary**, **Secondary** and **Other**. Influencers can have multiple **Other** specialties.

CUSTOMER_DEGREE

Column	MaxLength	DataType	Desc
HCPI	10	NUMBER	HCPI Index
DEG_DD	15	VARCHAR	HCP Degree
DEG_OR	50	VARCHAR	HCP Degree Order (Primary, Secondary, Other)

Description: Normalized list of all the Health Care Provider Influencers (HCPi) degrees. Each Influencer can have multiple specialties. Degree order values are **Primary**, **Secondary** and **Other**. Influencers can have multiple **Other** degrees.

CUSTOMER_XREF

Column	MaxLength	DataType	Desc
HCPI	10	NUMBER	HCPI Index
XNUM	25	VARCHAR	Third Party Number List of Values: <ul style="list-style-type: none"> ● IMS: IQVIA ● MEN: Medical Education Number ● NPI: National Prescriber Index ● SLN: State License Number ● SYM: Symphony Others added by request
DEG_DESC	200	VARCHAR	XREF Description

Description: This is an HCPI number cross reference (XREF) table where you can link the Health Care Provider Influencers (HCPI) index to other HCP IDs.

SPECIALTY_MASTER

Column	MaxLength	DataType	Desc
SPEC_CD	15	VARCHAR	HCP Specialty Code
SPEC_DESC	200	VARCHAR	HCP Specialty Description
TAX_CODE	20	VARCHAR	Taxonomy Code

Description: Master list of HCPi Specialties

TAXONOMY_MASTER

Column	MaxLength	DataType	Desc
TAX_CODE	20	VARCHAR	Taxonomy Code
TAX_GROUP	200	VARCHAR	Taxonomy Group
TAX_CLASS	200	VARCHAR	Taxonomy Classification
TAX_SPEC	200	VARCHAR	Taxonomy Specialization

Description: Master list of HCPi Taxonomies

DEGREE_MASTER

Column	MaxLength	DataType	Desc
DEG_CD	15	VARCHAR	Degree Code
DEG_DESC	200	VARCHAR	Degree Description

Description: Master list of HCPi Degrees

COUNTY_MASTER

Column	MaxLength	DataType	Desc
CNTY_CD	10	VARCHAR	County Code
CNTY_NAME	100	VARCHAR	County Name
ST_CODE	2	VARCHAR	US State Code

Description: Master list of United States Counties

DMA_MASTER

Column	MaxLength	DataType	Desc
DMA_CD	10	VARCHAR	DMA Code
DMA_NAME	100	VARCHAR	DMA Name

Description: Master list of Designated Metropolitan Areas in the United States

STATE_MASTER

Column	MaxLength	DataType	Desc
ST_CD	2	VARCHAR	State Code
ST_NAME	50	VARCHAR	State Name
COUNTRY	50	VARCHAR	Country

Description: Master list of States in the United States

CUSTOMER_ONE

Column	MaxLength	DataType	Desc
HCPI	10	NUMBER	HCPI Index
FN	50	VARCHAR	HCP First Name
MN	50	VARCHAR	HCP Middle Name
LN	50	VARCHAR	HCP Last Name
GEN	10	VARCHAR	HCP Gender
PRE	10	VARCHAR	HCP Prefix
SUF	10	VARCHAR	HCP Suffix
ADDR1	100	VARCHAR	Office Location - Street 1
ADDR2	50	VARCHAR	Office Location - Street 2
CITY	50	VARCHAR	Office Location - City
ST	2	VARCHAR	Office Location - State
ZIP	20	VARCHAR	Office Location - Postal Code
COUNTRY	50	VARCHAR	Office Location - Country
SCHOOL	100	VARCHAR	Medical College or University
GRAD	10	VARCHAR	Graduation Year
SPEC_CD	15	VARCHAR	HCP Specialty Code
SPEC_DESC	200	VARCHAR	HCP Specialty Description
DEG_CD	15	VARCHAR	Degree Code
DEG_DESC	200	VARCHAR	Degree Description
NPI	25	VARCHAR	National Prescriber Number
XNUM1	25	VARCHAR	User defined Third Party Number
XNUM2	25	VARCHAR	User defined Third Party Number
LAT	25	VARCHAR	Address Latitude

HCP Influencers (HCPi)

LNG	25	VARCHAR	Address Longitude
URL	200	VARCHAR	HCPi Website
EMAIL	200	VARCHAR	HCPi Email Address
PHONE	100	VARCHAR	HCPi Phone Number
SPHERE	100	VARCHAR	HCPi Sphere of Influence (1 - 10)
GEN_PAY	25	VARCHAR	Open Pay General Payments
REA_PAY	25	VARCHAR	Open Pay Research Payments
TOT_PAY	25	VARCHAR	Open Pay Total Payments
HCPI_PER	25	VARCHAR	HCPi Spend to Benefit Percent
HCPI_RANK	25	VARCHAR	HCPi Rank
HCPI_TOT	25	VARCHAR	HCPi Rank Total

Description: Denormalized list of all the Health Care Provider Influencers (HCPi) with their primary address, specialty, degree, NPI and (2) User Defined Third Party numbers