Guiding principles

Guiding principles to **establish a national provider directory** for accurate provider demographics and endpoint data:

- ✔ **Nearly 50% of current provider records** contain errors, undermining directory reliability

- ✔ **Over 95% of inaccuracies** stem from missing or incorrect data from providers

- ✔ **Administrative burden** is the primary driver of data issues for providers

- 🎯 **Streamline data processes** to reduce burden and enhance quality and timeliness

- 🎯 **Leverage existing industry infrastructure** rather than building new systems

- 🎯 **Integrate solutions into provider workflows** to ensure adoption and usability

- 🎯 **Apply rigorous data validation** to ensure only high-quality entries

- 🎯 **Implement continuous data** cleansing to maintain long-term accuracy

Thought leadership starts here - scan for details

UNITEDHEALTH GROUP