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National Provider Identifier (NPI) Dashboard

What is NPI?

NPI's are a unique 10 digit identification number issued to healthcare providers working in the United States. The NPI can be related to a social security number as it stays with each provider throughout their time in the medical field. NPI's contain crucial provider information like taxonomy (profession), credentials, seniority or tenure within their field, and practicing location.

The Ask:

RADaR was tasked with creating a solution that can close the loop between vendor technology that utilizes NPI numbers to serve ads/impressions and verify the accuracy of that reporting.

Solution:

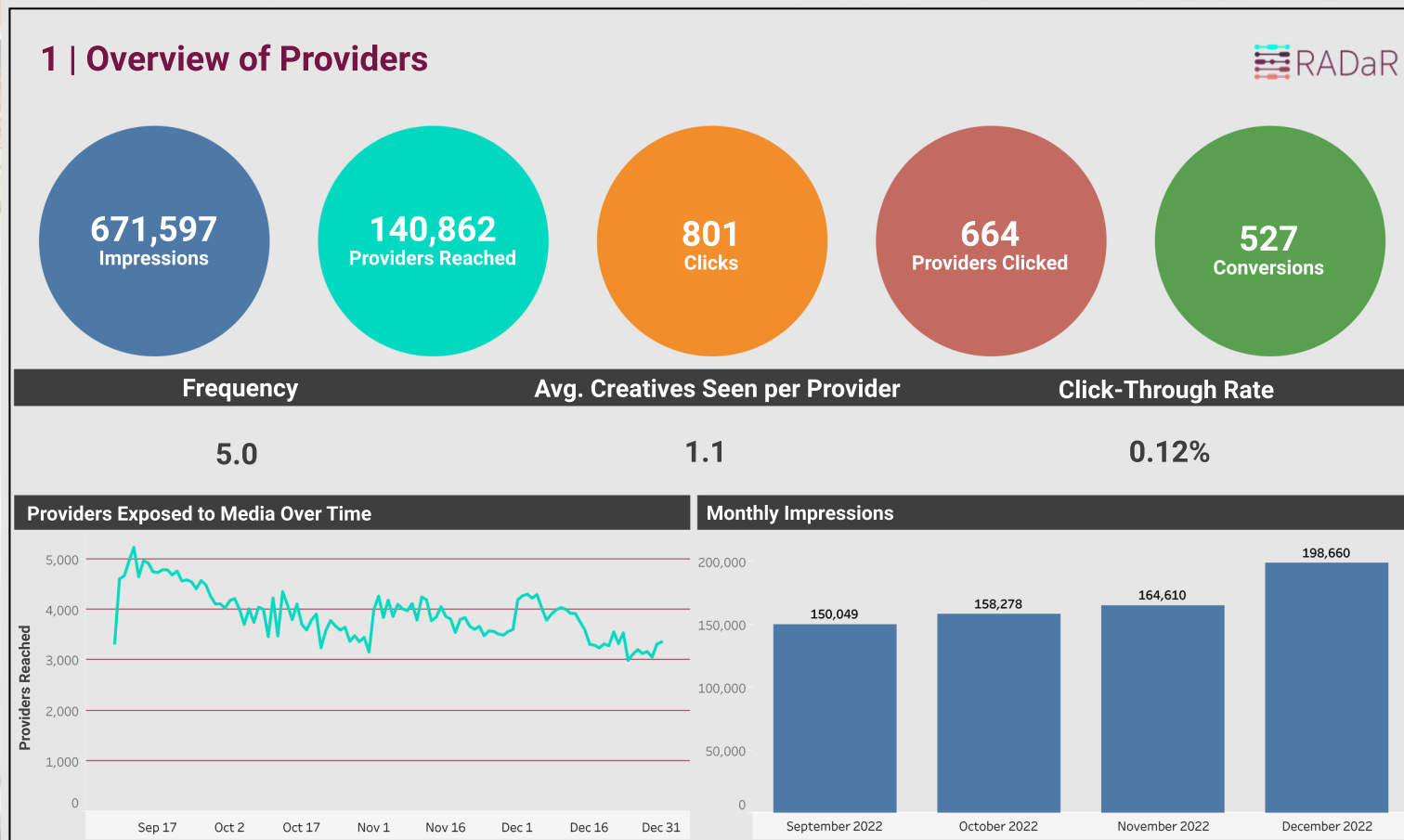Utilizing the NPI database we created a dashboard that can be combined with vendor technology to validate and understand what ads are being served to the specified NPI's. The dashboard can also provide critical insights that agencies and healthcare brands can utilize to make strategic marketing and business decisions.

Data can be your friend, your partner, or your enemy. It depends on how you treat it.

Overview of Providers

Summary

The Overview is meant to provide a high level summary of the KPI's that are most important to the advertiser. Our customizable dashboards are built to your data story in a concise way. The overview allows advertisers to quickly review high level metrics and the number of providers in the targeted audience. Other important metrics include average number of creatives seen per provider and the number of times ads have been served to providers (frequency). We also provide visuals to help easily observe trends in exposure and impressions.

1 | Overview of Providers

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671,597 Impressions	140,862 Providers Reached	801 Clicks	664 Providers Clicked	527 Conversions

Frequency	Avg. Creatives Seen per Provider	Click-Through Rate
5.0	1.1	0.12%

Providers Exposed to Media Over Time

Y-axis: Providers Reached (0 – 5,000)
X-axis: Sep 17, Oct 2, Oct 17, Nov 1, Nov 16, Dec 1, Dec 16, Dec 31

Monthly Impressions

September 2022	October 2022	November 2022	December 2022
150,049	158,278	164,610	198,660

Demographic Insight

Summary

The goal of this view is to provide critical insight into the characteristics of NPI's that are being served ads. Reviewing ad performance by credentials/seniority provides agencies with the ability to create look-alike audiences and target similar NPI's, creating a more conscise campaign strategy. This view also gives healthcare companies unique insights into which demographics are converting and showing interest in their products.

2 | Demographic Insight

Performance by Credentials

	Impressions	Total Providers	Frequency	Conversions
D.O.	60,425	13,575	4.5	56
M.D.	412,309	91,317	4.5	293
Other	198,863	28,857	6.9	178
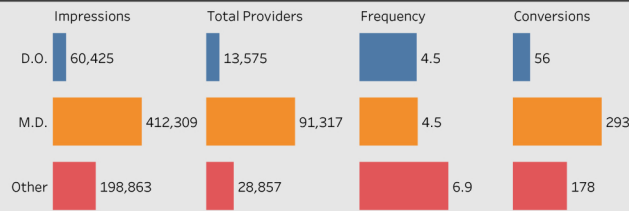
Credentials Exposed to Media Over Time
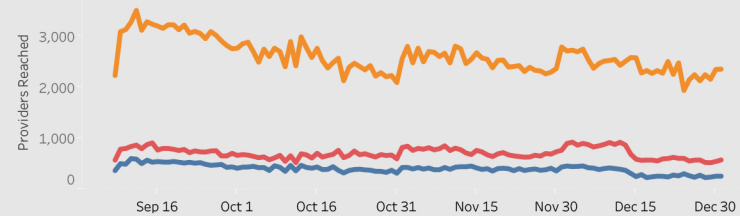
Performance by Seniority

	Impressions	Total Providers	Frequency	Conversions
15-20 Years	407,964	90,068	4.5	297
10-15 Years	96,414	22,336	4.3	66
5-10 Years	66,970	18,074	3.7	39
1-5 Years	9,424	3,034	3.1	7
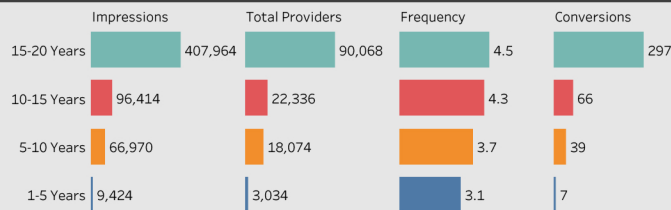
Seniority Exposed to Media Over Time

Performance by Device

	Impressions	Total Providers	Frequency	Conversions
Desktop	70,556	26,453	2.7	12
Mobile/Tablet	601,041	124,288	4.8	515
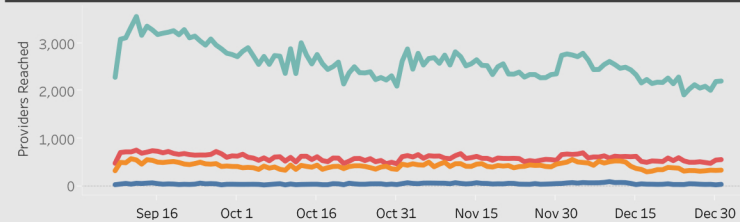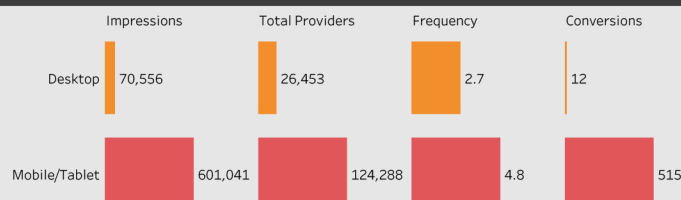
Providers Exposed to Media Over Time

Geo Performance

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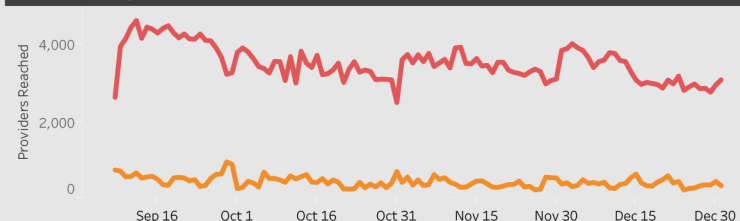
Summary

The purpose of this view is two-fold. This view allows insight into where impressions are being served by location. If a company only wants to serve impressions to people within a specified area this view will allow them to verify that their impressions are being served to correct locations. The second purpose of this view, is to allow filtering down to your desired geographic location by state, city, or zipcode and show the number of providers being served an ad within those areas.

Real World Example

One of our clients only wanted to target a specified radius within a location. Our heat map revealed that impressions were being served to many areas outside of that radius while the vendor was showing that impressions had only been served to that radius. After further review the vendor was able to diagnose that the targeting was being implemented incorrectly.

3 | Geo Performance

233,414 Impressions

84,951 Providers Reached

State: All
City Name: All
Zipcode: All

Providers Exposed to Media Over Time

9/1	10/1	11/1	12/1
52.3K	66.8K	64.7K	53.2K

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Zipcode	City Name	State Name	Total Providers	Impressions
00602	AGUADA	PR	3	5
00603	AGUADILLA	PR	3	17
00604	AGUADILLA	PR	1	2
00610	ANASCO	PR	1	2
00612	ARECIBO	PR	7	21
00617	BARCELONETA	PR	1	2
00623	CABO ROJO	PR	1	2

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Directory

Summary

This view is meant to be utilized by healthcare companies sales teams as a directory of leads. The view can be filtered to help sales teams to target NPI's that have seen ads more frequently, clicked on an ad but did not convert, or oppositely haven't been served an ad. Healthcare companies can also provide us with a list of leads they have identified and ask us to utilize the NPI database to build out a list of similar leads. We also have the ability to combine NPI data with our client's CRM systems to show a more well rounded view into if a physician/specialist was reached, how often, and if they prescribed or converted to a customer.

4 | Directory

Provider Name
All

Taxonomy Group
All

Credentials
All

Length in Field
All

State Name
All

City Name
All

Zip
All

Media Exposure
All

Media Click Activity
All

Conversion Activity
All

NPI Provider Information

Provider Name	Credentials	NPI	State Name	City Name	Zip	Business Practice Address (Full)	Phone Numb..	Impressions	Clicks	Conversions
Null	M.D.	1972967818	NV	RENO	89502	21 LOCUST ST,RENO,NV,89502	7759825000	1	0	0
-RAFIK GIRGIS	M.D.	1225058597	CA	GLENDORA	91740	415 W ROUTE 66,GLENDORA,CA,91740	6269630253	1	0	0
A AVERSANO	D.O.	1952459190	OR	PORTLAND	97266	9200 SE 91ST AVE,PORTLAND,OR,97266	5098374366	16	0	0
A DAVID ROTHNER	M.D.	1588695365	OH	CLEVELAND	44195	9500 EUCLID AVE,CLEVELAND,OH,44195	2164445559	5	0	0
A FENDRICK	M.D.	1013006238	MI	ANN ARBOR	48109	1500 EAST MEDICAL CENTER DR,ANN ARBOR,M..	7349365582	2	0	0
A JAFFER	M.D.	1225025422	CA	HEMET	92543	1011 E DEVONSHIRE AVE,HEMET,CA,92543	9516582218	2	0	0
A KAKI	M.D.	1962419531	FL	CLEWISTON	33440	406 S DEANE DUFF AVE,CLEWISTON,FL,33440	8639835453	1	0	0
A MINGLE	M.D.	1447320551	PA	PHILADEL..	19145	1930 S BROAD ST,PHILADELPHIA,PA,19145	2153394747	1	0	0
A NDREA ZUCKERMAN	M.D.	1548598758	NY	PUTNAM V..	10579	90 W SHORE DR,PUTNAM VALLEY,NY,10579	9146722806	2	0	0
A NIELSEN	M.D.	1063430122	ND	GRAND FO..	58203	725 HAMLINE ST,GRAND FORKS,ND,58203	7017806800	5	0	0
A VALLINI	M.D.	1386668986	SC	COLUMBIA	29209	6439 GARNERS FERRY ROAD,COLUMBIA,SC,29..	8037764000	4	1	1
A. COLLINS	M.D.	1699784561	WA	BELLEVUE	98004	1600 116TH AVE NE,BELLEVUE,WA,98004	4254555440	15	0	0
A. EHYAI	M.D.	1003980731	CA	SACRAME..	95825	87 SCRIPPS DR,SACRAMENTO,CA,95825	9165673893	1	0	0
A. RAMANI MURUGA..	M.D.	1548367444	PA	SHINGLEH..	16748	129 N PURITAN STREET,SHINGLEHOUSE,PA,16..	9352814260	2	0	0
A. THOMAS SIACHOS	M.D.	1598757171	SC	GREENVIL..	29607	2 INNOVATION DR,GREENVILLE,SC,29607	8642357665	1	0	0
A.H.M. HUQ	M.D.	1851331722	MI	DETROIT	48201	CHILDRENS HOSPITAL MI NEUROLOGY,DETROI..	3137455906	6	0	0
AADUM SUTEH	Other	1255595138	NY	AMHERST	14226	3921 HARLEM RD,AMHERST,NY,14226	7165410550	2	0	0
AALAP SHAH	M.D.	1194014274	CA	ORANGE	92868	681 S PARKER ST STE 150,ORANGE,CA,92868	7147440900	1	0	0
AAMER SHABBIR	M.D.	1740242163	GA	WARNER ..	31093	1654 WATSON BLVD,WARNER ROBINS,GA,310..	4782259718	1	0	0
AAMIR ABBAS	D.O.	1861818957	VA	PORTSMO..	23708	620 JOHN PAUL JONES CIR,PORTSMOUTH,VA,2..	7579532518	1	0	0
AAMIR MIR	M.D.	1619161114	FL	MIAMI	33156	9375 SW 77TH AVE APT 1024,MIAMI,FL,33156	3054121205	2	0	0
AAMIR MOHAMMAD	M.D.	1558356923	OK	OKLAHOM..	73112	3433 NW 56TH STREET,OKLAHOMA CITY,OK,73..	4059173518	1	0	0
AAMIR NAWAZ	M.D.	1639425978	KY	MADISON..	42431	900 HOSPITAL DR,MADISONVILLE,KY,42431	2708758945	1	0	0
AAMIR RASHEED	M.D.	1568547933	NY	VESTAL	13850	200 FRONT ST,VESTAL,NY,13850	6072395694	2	0	0
AAMOBASHARUL CH..	Other	1205282340	NY	JAMAICA	11432	8268 164TH ST,JAMAICA,NY,11432	7188833420	1	0	0
AANCHAL KAPOOR	M.D.	1649471418	OH	CLEVELAND	44195	9500 EUCLID AVE,CLEVELAND,OH,44195	5136524100	1	0	0
AARATI YELAMANCH..	M.D.	1881640613	DC	WASHING..	20422	50 IRVING ST NW,WASHINGTON,DC,20422	2027428000	2	0	0
AARESH HASAN	D.O.	1801055462	TX	FORT WOR..	76104	1500 S MAIN ST,FORT WORTH,TX,76104	8179213431	1	0	0
AARON ABRAMS	M.D.	1093100901	OH	CLEVELAND	44195	9500 EUCLID AVE,CLEVELAND,OH,44195	2164446772	1	0	0
AARON ALANIZ	M.D.	1851684039	TX	DICKINSON	77539	3101 MEADOW BAY DR,DICKINSON,TX,77539	2819782515	5	0	0
AARON ARMSTRONG	D.O.	1669783361	OK	OKLAHOM..	73120	11200 N PORTLAND AVE,OKLAHOMA CITY,OK,7..	4059361000	1	0	0
AARON ASHABRANER	M.D.	1407841513	IN	CARMEL	46032	11725 N ILLINOIS ST,CARMEL,IN,46032	3176885522	2	0	0
AARON BEST	D.O.	1518141860	PA	MEDIA	19063	1098 W BALTIMORE PIKE,MEDIA,PA,19063	6108919277	2	0	0
AARON BLOCK	M.D.	1437578762	OH	FRANKLIN	45005	8401 CLAUDE THOMAS RD STE 21D,FRANKLIN,..	9377435965	4	0	0
AARON BOES	M.D.	1770880387	IA	IOWA CITY	52242	200 HAWKINS DR,IOWA CITY,IA,52242	3193561851	1	0	0