

Partnership between Strenuus and BetterDoctor to Solve Provider Data Quality and Verification Challenges

Strenuus leverages BetterDoctor ProofPoint to address medical network data accuracy challenges with verified provider information

Overland Park, KS (February 29, 2016) - Strenuus, a leading healthcare network data management and analysis company, today announced a new partnership with BetterDoctor to offer verified provider data and data verification services to Strenuus' clients. Moving forward, BetterDoctor's ProofPoint verified data and verification process will be pre-integrated with the Strenuus platform, enabling Strenuus clients to leverage verified doctor data.

"Strenuus is committed to delivering accurate and reliable provider data for our clients and their consumers," said Matthew Mellor, CEO, Strenuus. "We are thrilled to be working with BetterDoctor to amplify our reach and capabilities to deliver a solution to the provider directory problem the health care marketplace is facing." he said.

By collaborating with BetterDoctor, Strenuus can now offer its clients real-time validation of provider demographics and network participation. BetterDoctor ProofPoint is unique in that the validation data is transparently shared and it includes timestamp documentation that validations have taken place. BetterDoctor also works with providers who can proactively update their own information on the BetterDoctor Portal.

Strenuus leveraging BetterDoctor ProofPoint produces the following results for clients:

1. Data validation updates are pushed out in 'real time' to over 150 healthcare companies using the BetterDoctor API. This partner network reaches over 60 million consumers each month.
2. Health plan partners are notified of updates and can quickly incorporate them into their own member facing directories.
3. Consumer platforms, such as BetterDoctor.com, are updated. This has a reach of over 20 million consumers who can find a doctor with a uniquely designed user experience.

"Accurate, current and comprehensive provider data is critical to delivering transparency in access to care," said Ari Tulla, CEO of BetterDoctor. "This alliance enables Strenuus to help its clients accomplish those twin goals by combining the breadth, depth and quality of BetterDoctor data with the network management and analysis capabilities of Strenuus."

Network intelligence, analysis, and network accessibility tools, like Strenuus' Network360, CompAccess, and Provider Nexus I/O, are driven by provider data. The quality of this data can impact the reliability of analysis, the underlying dependency of a healthcare decision by a consumer, or plan recommendations by brokers. What is more, the data can often times be more difficult because it is presented in a way that can overstate network coverage. By using BetterDoctor ProofPoint, this gap can finally be solved.

"The problem here is that if doctor data is not consistently verified, it loses its value quickly. Validating directory data against claims data is not the right solution. Strenuus is committed to integrate the right methods to improve data quality. Primary-source verified data is the way to go," Mr. Mellor explained.

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About Strenuus

Strenuus (www.strenuus.com) is one of the largest collectors of provider network data in the U.S. Strenuus has a range of solutions built around the management of this data and the unique ability to match the individual doctors, dentists and hospitals in one plan's network with those of other networks, resulting in a comprehensive list of providers with robust information about their affiliated plans and networks. Strenuus support clients' network intelligence and analysis needs with powerful tools that allow for the comparison of multiple networks with data from over 400 payors and thousands of networks across multiple lines of business.

About BetterDoctor

BetterDoctor brings transparency to provider data. Their real-time platform, master database and API services enable organizations to quickly add provider data to systems, websites and applications. The information is used to help patients find the right doctor for them. Today, BetterDoctor API and data tools power health insurance companies, healthcare startups and doctor search tools.