

## Helping Local Governments Increase Business Tax Receipts.

**Summary:** Cities and counties are looking for new revenue sources. Individuals and organizations that provide healthcare services (i.e. doctors, nurses, therapists) locally may not always have the required Business License from their local jurisdiction. OpenPHI offers local governments a risk-free service to identify and contact those healthcare providers conducting business in their local jurisdiction that lack a Business Tax Receipt. This service can generate a sizeable, fast revenue boost within weeks. Contact Jose C. Lacal at +1 (954) 553-1984 to join our free Pilot Program.

### **Identify Healthcare-related Businesses in Your Jurisdiction**

What percentage of healthcare providers in your city or county do you think do not have a current Business License? How much revenue is your jurisdiction losing because you don't know how many, what type, and the average annual revenue of each healthcare provider in your jurisdiction?

OpenPHI can help you. OpenPHI can identify registered healthcare providers in your jurisdiction, and you can match our list against those who have a Business License. For those who don't, we'll provide you with their contact information. Here's how.

### **Medicare's NPI Database**

All healthcare providers that do business with Medicare need to register and obtain a unique number, the National Provider Identifier ("NPI") number. Having a valid NPI is a requirement to receive Medicare payments. Therefore, this database contains very clean and accurate records: healthcare providers want to make sure Medicare knows where to send the checks to. **What we can offer you:** OpenPHI processes the entire CMS NPI file (with 2.8 Million records) every month. We have this data sorted by every city, county, ZIP, state, specialty, and type of practice across the US.

### **States' Licensure Databases**

Most states release a database of every licensed healthcare provider (from nurses to EMT to medical doctors). This information is very accurate as the individuals that hold the licenses update their contact information on a regular basis.

**What we can offer you:** OpenPHI processes the entire state of Florida's healthcare providers licensure database (over 1 Million records) every month. We can process the licensure data for other states as requested.

### **Presumption of Doing Business**

In general, an individual or organization is presumed to be doing business in your jurisdiction and required to obtain a Business License if engaged in any of the following activities: advertising or otherwise professing to be doing business within your jurisdiction; or delivering goods or providing services to customers within your jurisdiction; or engaging in any activity in pursuit of gain which is not otherwise exempted from the requirement to apply for a Business License.

Who is on these databases? For Medicare's NPI database, healthcare providers voluntarily submit their personal and/or organizational information. These are individuals and institutions (both private and non-profit) that do business with Medicare and that expect payment for those services. With state-level licensure databases, these are individuals and organizations that request permission from the state to practice a particular, licensable, income-earning profession.

In both cases, the individuals and organizations listed in these databases are engaged in a taxable, licensable economic activity taking place right in your jurisdiction. These individuals most likely need to have a Business License in your jurisdiction.

### **Revenue Potential**

How much revenue could your jurisdiction expect to earn from proactively addressing those healthcare providers in your jurisdiction that do not currently have a Business License? Here is a concrete example for your consideration:

- The latest Medicare NPI file (dated July 21, 2009) contains 2,905,129 records.
- There are 221,188 records with a "NY" state code.
- Of those, 38,734 unique records are located in the 229 ZIP codes that correspond to Nassau and Suffolk counties
- If you assume that 10% of those NPI-registered healthcare providers do not currently have a local Business License, OpenPHI's service can identify over 3,000 new potential licenses this year.

And obviously this revenue will continue to flow to your jurisdiction's coffers every year thereafter.

## **Join our Pilot Program**

We invite your agency to join our charter Pilot Program. This is a free, no-risk opportunity for your agency to explore the revenue-generating potential of our services. Here is how the Pilot Program works:

- Send Jose.Lacal@OpenPHI.com an e-mail expressing your agency's interest in joining our Pilot Program
- OpenPHI will perform an initial analysis based on NPI records in your jurisdiction's ZIP codes
- OpenPHI will provide you with an initial listing of all NPI records in your local jurisdiction, including: individual / organization name; ZIP code
- Your agency will determine if an individual / organization in your jurisdiction that has an active NPI number does not appear to have a current Business License.
- OpenPHI will then provide your agency with the full NPI record for each record above not already in your agency's database. Including: NPI number; active since, through; specialty, etc.

Please notice: your agency's staffers will perform the data matching analysis internally. None of your agency's data will ever be shared with OpenPHI at any time.

## **Our Service Fees**

Once you see the value of our service, OpenPHI can work with your local government in several ways:

- Flat annual subscription fee, with quarterly data file updates
- Revenue share, where OpenPHI receives a share of the revenue from each new Business License issued

## **Additional Services**

OpenPHI can provide your agency with these additional services:

- Custom data mining: tell us what your agency's needs are in terms of data mining and data analysis. OpenPHI specializes in managing and extracting knowledge from very large datasets. Call us for a free consultation.
- Expand the list of professions requiring certification: OpenPHI can generate such list based on the list of healthcare specialties used in Medicare's NPI database and/or state-level license types.

## **Contact Us**

Jose C. Lacal  
Founder & Chief Vision Officer  
Open Personalized Health Informatics "OpenPHI"  
15625 NW 15th Avenue; Suite 15  
Miami, FL 33169-5601 USA  
+1 (954) 553-1984  
Jose.Lacal@OpenPHI.com

## **About OpenPHI**

Open Personalized Health Informatics ("OpenPHI") is a value-added information distributor focused in the bio-medical space. We bring together a deep industry expertise as well as extensive technology capabilities.

## Frequently Asked Questions

These are the most frequently asked questions we receive about our services.

### ***This only covers one industry - medical professionals and supporting businesses.***

Wouldn't a city want to look at all industries if possible? Yes, maybe.

Healthcare represents 17% (and growing) of the US economy. In most cities, their local hospital and associated enterprises are one the main sources of jobs and community economic impact. In the current economic climate, few cities may want to go chasing welders or dog catchers or mind readers to ask them to pay for a business license. But all cities will want to tap the shoulder of their local doctors and nurses and healthcare-related providers given the continuous flow of federal and state money into healthcare.

Also, please keep in mind that healthcare-related jobs are legal occupations that can be performed in private settings: nursing at home; massage therapist; acupuncturist; etc. Whereas a new restaurant is easy to spot (and tax), many healthcare providers can earn a nice income without the city finding out.

### ***What other industries can you provide information on?***

This depends on each state's public records policy. In the case of California, OpenPHI can provide you with licensure information about these non-healthcare practitioners:

Accountancy	Hearing Aid Dispensers
Architects	Home Furnishings and Thermal Insulation
Athletic Commission	Landscape Architects
Automotive	Optometry
Barbering and Cosmetology	Private Postsecondary and Vocational Education
Behavioral Sciences	Psychiatric Technicians
Cemetery	Psychology
Contractors	Registered Dispensing Opticians
Court Reporters	Security and Investigative Services
Electronic and Appliance Repair	Speech-Language Pathology and Audiology
Engineers and Land Surveyors	Structural Pest Control
Funeral	Telephone Medical Advice
Geologists and Geophysicists	Veterinary
Guide Dogs	Veterinary Technician

### ***What states do you have access to? Only Florida?***

OpenPHI has processed Florida's healthcare licensure data already. We can process other states as required in a few weeks.

Let Jose.Lacal@OpenPHI.com know what states would you be interested in.