



Contact: Andy Lock
andy.lock@phdb.net
800-995-4233 ext. 205

Newest On-line Credentialing Resource Now Available From The Practitioner Hospital Data Bank

(San Diego, CA March 15, 2005) – The Practitioner Hospital Data Bank (PHDB) has just released the premier resource for helping both hospitals and healthcare entities respond to and verify requests for medical staff affiliation.

Andy Lock, President of the PHDB, said, "One of the critical indicators of healthcare practitioner quality is verifying their affiliation status with their hospitals. In the credentialing process, hospitals and other healthcare organizations (HCOs) typically inquire about the practitioner's hospital status directly with each hospital because of the accreditation requirements of utilizing only "primary sources" of information. Hospitals and other HCOs are spending inordinate amount of time and resources sending second and third requests for this information due to the commonly slow response from hospitals. Hospital medical staff departments are slow to respond to these requests because they are overburdened, understaffed, and under-budgeted. Much of what they do is sending second and third requests of these letters. This is a never-ending struggle, until now.

The PHDB has developed a patent-pending process that allows the PHDB to serve as a valid primary source agent on behalf of each hospital and centralizing all practitioners' and their hospital status in a single location for quick and easy retrieval. Querying entities simply access the PHDB via the Internet with a web browser, find their practitioner and hospital, and immediately print out a verification letter on that hospital's original letterhead confirming the affiliation status. What use to take hours of labor and weeks of delay can now be done in a few seconds. The PHDB relieves a large burden from hospitals and because we recognize the limited budget of most medical staff departments, we are currently offering this service free of charge to Participating Hospitals. There is a nominal query fee paid by the querying entity. The response to our initial announcement was tremendous with over 50 hospitals that have either completed the registration process or are in the process of finalizing their registration."

Linda Waldorf, Manager of Medical Staff Services at Duke Health Raleigh Hospital says, "Just as the NPDB eliminates many letters and phone calls to obtain malpractice claims history and disciplinary action, PHDB will eliminate many steps in the process to obtain rapid reliable hospital affiliation information. Also, now that we route all verification requests to the PHDB, we have more time for other important tasks in the Medical Staff Office. I encourage all hospitals to participate."

About the Practitioner Hospital Data Bank (PHDB)

The PHDB is a division of WIN/Staff, Inc. Headquartered in San Diego, California since 1995, WIN/Staff provides universal credentialing solutions for practitioners and healthcare organizations, including hospitals, ambulatory surgery centers, health plans, Managed Care Organizations, Independent Practice Associations, and Management Service Organizations. WIN/Staff enables practitioners and healthcare organizations to electronically store, update, disseminate, and verify credentialing information using highly secure, efficient and cost-effective web-based technology. For more information contact WIN/Staff at (800) 995-4233 or go to www.winstaff.com. For more information about PHDB, go to www.phdb.net.