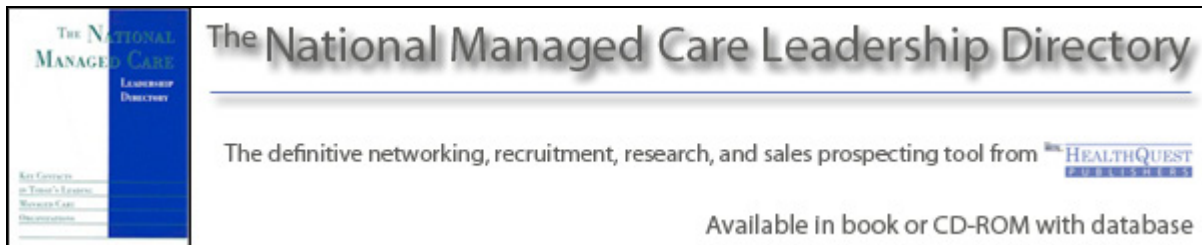




National Managed Care Leadership Directory 2011 CD-ROM

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Program Requirements:

- Microsoft Windows XP or higher.
- IBM compatible Pentium class with CD-ROM drive.
- Adobe Acrobat Reader v7.0 or higher to view Directory.
- Applicable Database Programs to utilize selected database files, such as Microsoft Access 2000 or higher, Microsoft Excel 2003 or higher, or programs compatible with tab delimited .txt files, or database IV files.
- Microsoft Windows 2003 or compatible programs to view and print the mailing label file
- 1.4 to 2.3 MB hard disk memory to copy one set of selected database files, depending upon selected format; 4.5 MB to copy pdf Directory
- 18.5 MB hard disk memory to copy all selected file formats.

Installation Instructions:

- No installation program is provided with the CD, you will need to copy the Directory and database file formats you desire from the CD-ROM drive to your hard disk drive.
- To copy the desired files, use Windows Explorer or a similar file copy utility.

National Managed Care Leadership Directory Content

Scope

There are 7,316 executives listed from 930 companies, with a varying range of executive positions listed per company. Companies reported include Health Plans, Provider Networks, PBM, Specialty Organizations (Dental, Vision and Behavioral Health Networks), and Administrative Organizations including major Quality Improvement Organizations, Utilizations and Disease Management Organizations, and TPAs.

Company Description

The information included has been provided by the listed organizations or through MCOL research. Companies from multiple industry segments are included to provide a single source of information on major managed care companies and their respective leaders. Parent Company information has been provided for many of the applicable organizations, and all companies have been classified according to the following Company Types: Administrative Organizations, Health Plans, PBMs, Provider Networks or Specialty Organizations. Please note the Parent Company field includes indication of independent Blue Cross Blue Shield affiliations.

Executive Listing

The individuals listed for each organization are those with decision-making authority in various functions of the company. 32 key functions were identified which apply to many managed care organizations. In some cases, persons are listed under two separate functions when applicable. Furthermore, some persons are listed in more than one company (under the same parent company) when they have responsibilities in more than one subsidiary. In addition to the general functional descriptions, the specific titles of executives are listed when provided by their organizations. However, some titles are abbreviated or truncated due to space considerations.

File Formats

The following database file formats have been provided:

- Adobe Acrobat version of Leadership Directory Book (directory.pdf)
- Microsoft Word 2003 formatted for Avery 5161 1" by 4" mailing labels sorted by zip, with abbreviated titles to accommodate label size (labels.doc)
- Microsoft Access 2007 (nmcl11.accdb)
- Microsoft Access 2002-2003 (nmcl11v03.mdb)
- Microsoft Excel 2007 (company.xlsx and employee.xlsx)
- Microsoft Excel 2003 (companyv03.xls and employeev03.xls)
- Text Comma Delimited (company.txt and employee.txt)

Using the File Formats

You do not need to use all the file formats provided. Instead, select one or more of the file formats that is compatible with how you desire to use the database, and with the software applications you desire to use the database in. To work with your desired file format, copy the file into your hard disk drive from the CD-ROM, and then open or import the file from your applicable software application. Refer to Data Description section below should you need to map or layout the file as desired.

Data Description

Two files provided are not applicable for database use. Directory.pdf is an adobe acrobat version of the Book form of the Directory. Labels.doc provides an employee mailing label-ready file in zip code order with Titles abbreviated to accommodate the available label dimensions. The Microsoft Access database includes tables that include all components of the database. The Microsoft Excel, and Text files are available in two versions: "company", which includes company only data without employee names, and "employee" which includes employees with applicable company information for each employee. The database provides one or two standardized job functions (JIDs) for each employee.

Access Table Names: HQLD001. Refer to table HQLD097 for to decode Parent Companies, and table HQLD098 to decode Company Type.

Other Data Formats: this data (except Company ID) is available in the files named "company", and these data fields (except Company ID, and Web Site) are available for each employee in the files named "employee". Parent Company and Company Type actual names are provided in these file formats, instead of the codes provided in Access format. HQLD001 provides the following data:

Field	Description
compid	MCOL assigned Company ID number
Company	Company Name
Address	Company Mailing Address
City	Company City
State	Company State
Zip	Company Zip Code
Phone	Company Phone Number
Fax	Company Fax Number if applicable
ParntCompany	Parent Company Code if applicable
CompType	Category of Company
Web Site	Web Site Address if listed

Access Table Names: HQLD002 Refer to table HQLD001 to decode Company Names , and table HQLD099 to decode Job IDs

Other Data Formats: this data (except Company ID) is available in the files named "employee" in combination with the company information for each employee as discussed above (other than web site). Job ID actual names are provided in these file formats, instead of the codes provided in Access format. HQLD002 provides the following data:

Field	Description
Compid	MCOL assigned Company ID number
Last	Employee Last Name
First	Employee First Name
Letters	Employee Suffix (MD, etc)
Title	Employee Title if available
JID1	Job ID code
JID2	Second Job ID Code if applicable

Access Table Name: HQLD097

Other Data Formats: this data is already decoded in other file formats.

Field	Description
PCMP ID	MCOL assigned Parent Company ID number
PMCP_Desc	Name of Parent Company

Access Table Name: HQLD098 (Company Type)**Other Data Formats:** this data is already decoded in other file formats.

TypeID	Description
1	Health Plan
2	Provider Network
3	Specialty Organization
4	Administrative Organization
5	PBM

Access Table Name: HQLDLD099**Other Data Formats:** this data is already decoded in other file formats.

Field	Description
JID	MCOL assigned Job Function ID number
Desc	Job Function Description

JID	Description
1	Chairman of the Board
2	President/CEO
3	Chief Operating Officer
4	Chief Medical Officer
5	Chief Finance Officer
6	Chief Information Officer
7	Other Senior Executive
9	Actuarial
10	Administration and Analytical
12	Business Development
13	Case Management
14	Claims
15	Dental
16	Finance
17	Government Relations
18	Human Resources

JID	Description
19	Disease Management
20	Legal
21	Marketing
22	Clinical
23	Member Services
24	Network Contracting
25	Operations
27	Pharmacy
28	Provider Relations
29	Public Relations
31	Quality Management
32	Medical Director
33	Sales
34	Utilization Management
35	Other Functional Exec
36	Information Systems

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