

Skip the Ingestion. *Start at the Insight.*

Clean, enriched, analysis-ready price transparency data, sourced from a broad and growing set of payer and hospital MRFs and delivered into your platform by API or custom extract. Your team builds products, not pipelines.

THE PROBLEM

Building a price transparency pipeline means sourcing, cleaning, and normalizing payer and hospital MRFs before a team can start any analysis.

WHAT'S MISSING

Most analytics teams spend their engineering time on ingestion and QA, not on the products their own customers are asking for.

WHAT PRIZM DATA DELIVERS

Normalized, enriched, QA'd price transparency data. Payer data is refreshed within 30 days, hospital data quarterly.

HOW ANALYTICS ORGANIZATIONS USE PRIZM DATA

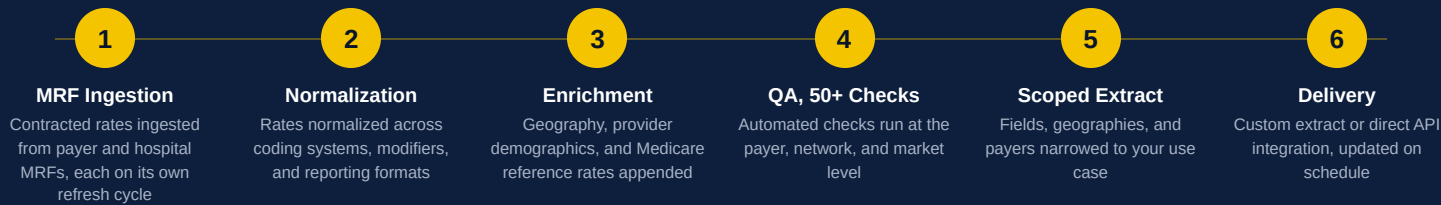
- SKIP THE INGESTION BUILD**
 Stop building and maintaining a payer and hospital MRF pipeline in house. PRIZM Data handles sourcing, normalization, and refresh.
- START FROM ENRICHED RECORDS**
 Geography, provider demographics, and Medicare reference rates are appended before delivery, not left for your team to build.
- SCOPE THE EXTRACT TO YOUR USE CASE**
 Request only the payers, geographies, and fields a project needs instead of maintaining a massive national file.
- CHOOSE API OR CUSTOM EXTRACT**
 Pull data directly into your platform through an API, or receive a scheduled custom extract, whichever fits your architecture.
- BUILD YOUR OWN DELIVERABLES**
 Use PRIZM Data as the foundation for new use cases and deliverables your analytics team can take to its own customers, with direct access to the Deerhold team along the way.

WHAT MAKES PRIZM DATA DIFFERENT

- 30-day payer data currency.** Extracts and API responses reflect payer source files refreshed within the last 30 days.
- Quarterly hospital data currency.** Hospital price transparency data is refreshed quarterly, ahead of the annual update most hospitals are required to meet.
- 50+ automated QA checks.** Run at the payer, network, and market level with every refresh.
- Enriched before delivery.** Geography, provider demographics, and Medicare reference rates are appended, so your team starts at analysis, not ETL.
- Right sized, not massive.** Fields and geographies scoped to what you need, not a file built for everyone.

Built for analytics organizations, platform vendors, and data teams.

HOW PRIZM DATA GETS TO YOUR PLATFORM



30d

Maximum payer data age, guaranteed. Every extract and API response reflects payer source files refreshed within the last 30 days.

Qtrly

Hospital price transparency data refreshed quarterly. Most hospitals are only required to update annually.

50+

Automated QA checks run at the payer, network, and market level with every refresh.

25yr

Healthcare data analytics expertise. D2Hawkeye (2001), Deerwalk (2010), Deerhold (2021).

DELIVERY OPTIONS

API access	Included
Custom extract (CSV)	Included
PRIZM UI access to review your data	Included
Fields scoped to your use case	Included
Direct access to the Deerhold team	Included
MRF creation, hosting & maintenance	Add-on
Payer & hospital sources	Growing

Outdated or missing MRFs put TPAs, health plans, hospitals, and the plan fiduciaries who rely on them out of compliance with Transparency in Coverage and hospital price transparency requirements. Deerhold creates, hosts, and maintains these files as part of PRIZM Data delivery.

COMMON QUESTIONS: READY ANSWERS

"We already maintain our own MRF pipeline. Why replace it?"	If ingestion, normalization, and QA already consume engineering time, PRIZM Data moves that maintenance to Deerhold. Extracts and API responses arrive enriched, with payer data refreshed within 30 days and hospital data refreshed quarterly.
"Can we get only the fields we need?"	Yes. Extracts and API responses are scoped to the payers, geographies, and fields a project specifies, not a full national file maintained on your end.
"How is this different from raw MRF files?"	Raw MRFs vary in structure across payers and carry no enrichment. PRIZM Data ships normalized, QA'd records with geography, provider demographics, and Medicare reference rates already appended.
"What if we need a source that isn't covered yet?"	Payer and hospital sources are added on an ongoing basis. Tell us what a project needs and Deerhold will prioritize it.
"Do you handle our MRF compliance obligations too?"	Yes. Deerhold creates, hosts, and maintains In-Network, Out-of-Network, and Table of Contents MRFs for TPAs, health plans, and hospitals, keeping the files current under Transparency in Coverage and hospital price transparency requirements. Ask about PRIZM MRF Services.