

CATEGORY	FIELD	TYPE	LENGTH
Contact Attributes	Record_ID	varchar	80
	OMI_Contact_ID	varchar	80
	Contact_LastUpdate	varchar	100
	Contact_SourceCode	varchar	50
	OMI_Residential Link	varchar	100
	OMI_PersonID	varchar	80
	Person_LastUpdate	varchar	30
	Person_SourceCode	varchar	25
	NPI	varchar	20
	NPI_LastUpdate	varchar	30
	Entity Type Code	varchar	5
	First Name	varchar	100
	Last Name	varchar	100
	Middle Initial	varchar	100
	Gender	varchar	10
	Age	varchar	20
	Language 1	varchar	100
	Language 2	varchar	100
	Language 3	varchar	100
	HPTC_1	varchar	100
	HPTC_2	varchar	100
	HPTC_3	varchar	100
	HPTC_4	varchar	100
	HPTC_1_Specialty	varchar	100
	HPTC_2_Specialty	varchar	100
	HPTC_3_Specialty	varchar	100
	HPTC_4_Specialty	varchar	100
	Credential1	varchar	100
	Credential2	varchar	100
	Title	varchar	100
	Is_New Title	varchar	5
	Seniority_Level	varchar	100
	Department	varchar	100
Department_Special	varchar	100	
Title2	varchar	100	
Email Channel	Contact_Email_Count	varchar	100
	Email	varchar	100
	Email_Domain	varchar	100
	Email_Type	varchar	20
	Email_Corporate Domain Type	varchar	20
	Email_TransType	varchar	20
	Email_Role	varchar	100
	Email_Status	varchar	20
	Email_Optin_Status	varchar	70
	Email_Optin_IP	varchar	60
Email_Optin_Frequency	varchar	15	

	Email_Optin_Recency	varchar	15
	Email2	varchar	100
	Email2_Domain	varchar	100
	Email2_Type	varchar	100
	Email2_TransType	varchar	100
	Email2_Role	varchar	100
	Email2_Status	varchar	20
	Email2_Optin_Status	varchar	70
	Email2_Optin_IP	varchar	60
	Email2_Optin_Frequency	varchar	15
	Email2_Optin_Recency	varchar	15
	Email3	varchar	100
	Email3_Domain	varchar	100
	Email3_Type	varchar	100
	Email3_TransType	varchar	100
	Email3_Role	varchar	100
	Email3_Status	varchar	20
	Email3_Optin_Status	varchar	70
	Email3_Optin_IP	varchar	60
	Email3_Optin_Frequency	varchar	15
	Email3_Optin_Recency	varchar	15
	Email4	varchar	100
	Email4_Domain	varchar	100
	Email4_Type	varchar	100
	Email4_Role	varchar	100
	Email4_Status	varchar	20
	Email4_Optin_Status	varchar	70
	Email4_Optin_Frequency	varchar	15
	Email4_Optin_Recency	varchar	15
Social Channel	Contact_LinkedinURL	varchar	100
	Contact_FBURL	varchar	100
	Contact_XURL	varchar	100
	Contact_INURL	varchar	100
Mobile Phone	Mobile_Phone	varchar	30
	Mobile_Phone_Recency	varchar	15
Programmatic Channel: Deterministic	Device1_ID_Status	varchar	40
	Device1_Maid_Status	varchar	40
	Device2_ID_Status	varchar	40
	Device2_Maid_Status	varchar	40
	Email_MD5	varchar	80
	Email_SHA256	varchar	100
	Email2_MD5	varchar	80
	Email2_SHA256	varchar	100
	Email3_MD5	varchar	80
	Email3_SHA256	varchar	100
	Email4_MD5	varchar	80
	Email4_SHA260	varchar	100
	Device_Graph Match	varchar	5
Programmatic Channel: Probablistic	Graph Match_Prob	varchar	10

Intent Match

Intent_Signal_Avg	varchar	10
Provider_Number of Practices	varchar	20
Provider_Locations	varchar	20
OMI_Location_ID	varchar	80
ADD1	varchar	100
ADD2	varchar	100
City	varchar	100
State	varchar	50
Zip	varchar	20
Zip4	varchar	20
County	varchar	100
Country	varchar	20
I_Postal_Code	varchar	80
I_Region	varchar	80
Phone	varchar	30
Fax	varchar	30
RDI	varchar	20
Lat	varchar	30
Long	varchar	30
Time_Zone	varchar	45
Carrier_Route	varchar	100
Congressional_District	varchar	100
Delivery_Point	varchar	100
Delivery_Point_Check_Digit	varchar	100
Last_Line	varchar	100
Delivery_Point_Barcode	varchar	100
CASS	varchar	100
NCOA	varchar	100
Is_Mailable	varchar	100
Is_Commercial	varchar	100
Is_Multi-Unit	varchar	100
Is_Residential	varchar	100
OMI_Company_ID	varchar	80
Company_Name	varchar	100
Company_Legal	varchar	100
Company_SourceCode	varchar	60
VerticalCode	varchar	60
Company_Phone	varchar	30
Company_Phone_SourceCode	varchar	30
Website	varchar	100
Email Domain	varchar	100
NAICS	varchar	20
NAICS Decscription	varchar	100
SIC1	varchar	20
SIC1 Description	varchar	100
SIC2	varchar	100
SIC2 Description	varchar	20
Company Key Word1	varchar	100
Industry Key Word1	varchar	100

Employee Size	varchar	30
Annual Revenue	varchar	40
YBS	varchar	30
LinkedIn_CO_URL	varchar	100
FB_CO_URL	varchar	100
X_CO_URL	varchar	100
IN_CO_URL	varchar	100
Mult-Address	varchar	10
Franchise	varchar	50
Public	varchar	50
SOHO	varchar	50
SMB	varchar	50
Is_NewBusines	varchar	5
Is_Contractor	varchar	5
Is_Seller	varchar	5
Parent	varchar	5

EXAMPLE		FILL RATE-CONTAC
	4559290	100%
aafd4fb9adee64d2fce872647245e083		100%
	45397	100%
	4	100%
Y		67%
OMI_f5d45103ae661e2220cd1b18a5f8ecfb		67%
	45397	67%
	2	67%
	1396748331	100%
	45395	100%
	1	100%
Michael		100%
Sorensen		100%
L		39%
M		97%
	46	76%
English		100%
Mandarin		34%
Spanish		19%
2081P2900X		100%
208100000X		32%
		9%
		3%
Pain Medicine		100%
Physical Medicine & Rehabilitation		32%
		9%
		3%
MD		100%
PHD		4%
Director		6%
N		0%
	3	6%
Operations		6%
Oncology		6%
Physician		100%
	3	100%
sorensenm@st-lukes.org		100%
st-lukes.org		100%
C		100%
S		100%
S		100%
W		100%
D		100%
Y		93%
54.152.254.255		93%
	11	93%

04/2024		93%
msorensen@christianacare.org		79%
christianacare.org		79%
C		79%
S		79%
S		79%
W		79%
D		37%
Y		37%
151.101.195.10		37%
	7	37%
02/2024		22%
		22%
		22%
		22%
		22%
		4%
		4%
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		4%
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		8%
		8%
		0%
		0%
		0%
https://www.linkedin.com/in/michael-sorensen-a778893a/		57%
		33%
https://twitter.com/k_sorensen?lang=en		62%
		5%
	1111111111	52%
	45397	52%
Y		67%
Y		67%
N		47%
N		47%
6ca2ea122759e7dfbd80b172042451ad		100%
8449ee481190c05ad1880e5805dac728f065896e		100%
e2c845bf8b27b4286a0f3f40990ce58d		69%
703c498229bf03f471e9df7f915de59a50b4cc24		69%
		38%
		38%
		15%
		15%
Y		61%
	0.9	75%

	1	68%
	1	100%
	3	100%
	24454087	100%
6286 BRIARCREST AVE		100%
SUITE 200		29%
MEMPHIS		100%
TN		100%
	381204023	100%
	4023	100%
US		100%
Shelby		100%
NULL	N/A	
NULL	N/A	
	9012591600	77%
	9012592785	57%
Commercial		100%
	35.103611	100%
	-89.853683	100%
Central		100%
C010		100%
	8	100%
	99	100%
	9	100%
		100%
997059901010		100%
Y		100%
Y		100%
Y		100%
Y		100%
Y		100%
N		100%
676554399		76%
Oncology Practice		76%
LLC		53%
	7	76%
	2	76%
800-XXX-XXX		70%
	3	70%
Oncology.com		66%
Mail.Oncology.com		65%
62111		76%
Offices of Physicians		76%
80110108		76%
Clinics of Doctors of Medicine		76%
	8011	59%
Offices and Clinics of Doctors of Medicine		32%
Group Practice		76%
NULL		19%

5 to 9		76%
500,000 to 999,999		76%
	2014	52%
https://www.linkedin.com/company/christianacare/		45%
https://www.facebook.com/christianacare/		38%
https://twitter.com/christianacare?ref_src=twsrc%5Egoogle%7Ct		28%
https://www.instagram.com/christianacare/?hl=en		2%
N		76%
N		76%
N		76%
N		76%
Y		76%
N		76%
N		76%
N		76%
676554399		12%

NOTES

Identifies the record in an export - not tied to the Master

Persistent contact ID

Contact record last updated date

Internal record indicating source

Do we have the residential information of this contact? Y or N

Alphanumeric ID

Date of last verification between business and residential data

Internal record indicating source

Unique NPI number from the monthly updated NPI file

Date of last NPI file update

NPI code indicating whether the record is a person or a company

NPI Healthcare Provider Taxonomy Code

Translation of Healthcare Provider Taxonomy Code into Specialty

Professional credential

Professional credential 2

Distinct from professional credential

We process monthly change of title information

A code indicating title level within the company - eg. C-Suite, VP, Director, Manager, Other

Indicates standard departments within an organization regardless of industry verticality - eg. Finance, Op

Indicates a department specific to an industry vertical

The number of emails associated to the Person ID

Number of email addresses OMI has for this contact

Unhashed email

The domain for the email eg, yahoo.com,

P-(ISP, yahoo, gmail,etc) C-(corporate)

Used for bot behavior classification - S (Standard) B (Bot behavior) U (Unknown)

S (standard, no special restrictions) NS (non standard, e.g. G-Suite)

W (work) P (personal) U (unknown)

D (Deliverable) U (unknown) O (opt-out from email communication)

U (Unknown, Y (is opted-in, N (is not opted-in)

Most common IP address associated to this email optin registration

Numerical indicating the number of optins received over the last 12 months

Month-Year indicating the last month we received an optin receipt

Linked In URL for the contact

Facebook URL for the contact

X URL for the contact

Instagram URL for the contact

Contact mobile phone number

Most recent data for when the mobile phone number was signaled to your file

Indicates where we have a device ID

Indicates where we have MAID detail

MD5 Email Hash

SHA256 Email Hash

Indicates where we have a match to a device graph on Beeswax

Indicates the average match to the Live Ramp file

Indicates the likelihood of either deterministic or probabilistic intent signal feed
Indicates the number of practices per Contact
Indicates the number of locations associated to the business contact
Unique location ID

For international Physicians
For international Physicians
Location based phone
Location based fax
Whether the U.S. Post Office designates the address as commercial or residential

Specific mail delivery field
Specific mail delivery field
Specific mail delivery field
Specific mail delivery field
Specific mail delivery field
Specific mail delivery field
Y or N is CASS certified
Y or N is NCOA'd
Y or N is considered mailable by the U.S. Post Office
Y or N on whether the address is connected to a commercial identity, apart from the U.S. Post Office cat
Y or N is the address associated to a multi-unit building
Y or N whether the address is associated to a residence, apart from the U.S. Post Office categorization c
A unique company identifier

The legal incorporation type
Internal tracking code
An internal code indicating a specific vertical apart from the Master File
Main phone associated to the company
Internal tracking code

Open text field to allow for vertical descriptors
Open text field to allow for specific sales focus

Year business started
Company linked in url
Company facebook url
Company X url
Company Instagram url
Does the company have more than one location?
Is the company a franchise?
Is the company public?
Is the company a small office/home office?
Is the company a small or medium sized business?
Was this company newly registered in the last 90 days?
Is this the DBA of a contractor?
Is this the DBA of an independent seller?
ID of a parent company

erations, Engineering, etc.

egorization of the address

of the address (note: a residential addresss can also be a commercial address - hence the two separat

te fields).