



# Stateless Data Services

*Output specifications v1*

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.  
May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Change log

Date	Change
9/28/2022	Increased lengths of Person ID, First Name, Middle Name, Last Name and City to 1000
10/28/2022	Removed, "In the event of a File level error, an output file will not be generated (other than the .err)." . File level errors will also be included in the error log. This will improve automation capabilities on the customer side.
4/19/2023	Guide added to DSG version control for initial GA publication.
10/1/2025	Removed CHUI/PDI model reference - stored and provided as separate document

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Table of Contents

Data output overview	3
File format	3
Data formats	3
Output data file summary	5
File output	5
File naming convention for ZIP files	5
Table 1. Consumer Demographics file output layout	6
Notes	6
Table 1.1 Standard data values – Consumer Demographics	8
Table 1.2 Niche Code	11
Notes	11
Table 2. Risk Scoring file output layout	17
Notes	17
Table 2.1 Standard data values – Model Type Code	18
Table 3. Error file layout	19
File naming convention	19
Notes	19

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Data output overview

### File format

- UTF-8 encoding
- Pipe (|) delimited. Double quote (") qualifiers for a given field will only be included if the field value includes the delimiter character (i.e., pipe).
  - Any double-quotes ("), backslash (\) or delimiter characters within any field will be escaped with a backslash.
  - Example

Bad Format	Correct Format
John "A""	"John\"A\""
John "A"	John\"A\"
134 "A" St	"134 \"A\" St"
134 "A" St	134 \"A\" St
Probably a fatfinger\	"Probably a fatfinger\""
Probably a fatfinger\	Probably a fatfinger\"
"C\O John A"	"C\\O John A"
C\O John A	C\\O John A

- If data in the entire field cannot be provided, it will be left blank (no characters in the field).
- First row contains headers.
- There will be no page breaks, footers, or data summaries / totals.

### Data formats

- **MH Standard Value:** Refer to standard value list for possible return values. Note only the Value will be returned, Value Description provided for reference only.

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



- **Date:** YYYY-MM-DD
- **Datetime Format:** YYYY-MM-DDTHH24:MI:SSZ (in UTC)
- **Boolean:** N or Y

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Output data file summary

The following table summarizes the expected data outputs from WebMD Ignite’s Data as a Service (DaaS) by interface.

- **Y**: Indicates the data is expected.
- **N**: Indicates that the data does not apply for the indicated interface and will not be provided.

Interface	Consumer Demographics	CHUI Scores	PDI Scores	Description
Pre-Scored Market Consumer Data	Y	Y	N	Consumers / prospects in the Customer’s contracted market areas pre-scored with CHUI.
Consumer Scoring Service	N	Y	N	CHUI scores for consumer / patient lists provided by the Customer.
Patient Scoring Service	N	Y	Y	PDI scores for patient lists provided by the Customer. CHUI scores will also be provided.

## File output

- Output files will be zipped in advance of posting to Customers SFTP site
- For example, for PDI requests, a single ZIP file should contain one (and only one) of the following files: demographic, visit, and clinical code

## File naming convention for ZIP files

[Org]\_[Service]\_YYYYMMDDHHMM.zip, where:

- Org - the Organization / Health System sending the data. WebMD Ignite will provide the organization ID for each Customer
- Service - the scoring service that was requested. Possible values are { CHUI, PDI, SC } corresponding to the Consumer Scoring Service, the Patient Scoring Service, and WebMD Ignite Service Categories services respectively.
- YYYYMMDDHHMM - For the Consumer and Patient Scoring Services, this will be the Date/Time of the submission from the input file. For the Pre-Scored Market Consumer Data, this date will be generated by WebMD Ignite.



## Table 1. Consumer Demographics file output layout

- File Naming convention: [Org]\_Consumers\_YYYYMMDDHHMM.zip containing file [Org]\_Consumers\_YYYYMMDDHHMM\_[rowcount].csv

### Notes

- This file contains only the demographic and householding information for the market consumers in the health systems' contracted areas.
- CHUI scores for the consumers will be written to the Consumer Risk Scoring output file and linked via the Person ID.

Column Order	Field	Header Name	Description	Example	MH Standard Values	Data Type	Max Size
1	Person ID	person_id	Unique person identifier assigned to the consumer / prospect.	E1401321		Text	1000
2	First Name	first_name	The individual's first name.	Mary		Text	1000
3	Middle Name	middle_name	The individual's middle name or initial.	Ann		Text	1000
4	Last Name	last_name	An individual's last name.	Smith		Text	1000
5	Street Address 1	street_address_1	The first line of the individual's home address, not including city, state, zip.	1234 Main St.		Text	1000
6	Street Address 2	street_address_2	The second line of the individual's home address, not including city, state, zip.	Apt. F12		Text	1000
7	City	city	The city of the individual's home address.	Madison		Text	1000
8	State / Province	state_province	Standardized state or province.	WI		Text	2
9	Postal Code	postal_code	The full postal (ZIP for US addresses) code, including ZIP+4 if present.	53717-1234		Text	10
11	Gender	gender	Indicates the individual's gender.	F	Y	Text	1
12	Birth Date	birth_date	The individual's date of birth.	1973-02-25		Date	

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.

Column Order	Field	Header Name	Description	Example	MH Standard Values	Data Type	Max Size
13	Marital Status Code	marital_status_code	The code representing the marital status of the individual.	S	Y	Text	1
14	Education Code	education_code	Highest level of education attained by the individual.	1	Y	Integer	1
15	Head of Household	head_of_household	Indicates the individual's head of household status.	Y		Boolean	
16	Adult Count	adult_count	Number of persons aged 18 or older that reside within the household.	2		Integer	
17	Children Count	children_count	Number of persons under the age of 18 that reside within the household.	0		Integer	
18	Household Income	household_income	Approximate income of the household in dollars / year, expressed as an integer.	50000		Integer	
19	Household Net Worth	household_net_worth	Approximate net worth of the household in dollars, expressed as an integer.	100000		Integer	
20	Building Type Code	building_type_code	Type of building for the individual's household residence.	S	Y	Text	1
21	Address Owner	address_owner	Indicates if the household owns their residence.	Y		Boolean	
22	Multi-Unit Dwelling	multi_unit_dwelling	Indicates if there are multiple addresses within the same physical building for the individual's residence.	N		Boolean	
23	Length of Residence	length_of_residence	How long a person has lived in their current residence in years as an integer.	5		Integer	
24	FIPS Block Group	fips_block_group	For the individual's residence, comprised of: 2 digit state + 3 digit county + 6 digit census tract + 1 digit census block group.	250138132071		Text	12

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.

Column Order	Field	Header Name	Description	Example	MH Standard Values	Data Type	Max Size
25	Niche Code	niche_code	<p>Household clustering system that analyzes a sample of the U.S. population at a household level and segments the sample into life stage and economic groups using five major compiled data drivers: target income, household age, home ownership, presence of children, and economic activity.</p> <p>Note that individuals within the same household will be assigned the same Niche Code. Please refer to Table 1.2 for additional details on Niche Code.</p>	D1		Text	3



**Table 1.1 Standard data values – Consumer Demographics**

Attribute	Value	Value Description
Gender	M	Male
	F	Female
Marital Status	M	Married
	U	Unknown
	S	Single
	D	Divorced
	X	Legally Separated
	O	Other
	G	Significant Other
	W	Widow/Widower
Education	0	Unknown
	1	Completed high school
	2	Completed college
	3	Completed graduate school
	4	Completed vocational / tech school
	5	Some high school or less
	6	Some college

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



Building Type	A	Apartment
	C	Condo
	M	Mobile
	S	Single Dwelling
	T	Timeshare
	U	Unknown

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Table 1.2 Niche Code

### Notes

- Following information is sourced from an external 3<sup>rd</sup> party and WebMD Ignite has no control over the code values and/or their descriptions.
- WebMD Ignite will provide updates to the Customer as/when they are received by the 3<sup>rd</sup> party.

Niche Description	Niche Code
Already Affluent	A1
	A2
Big Spender Parents	B1
	B2
Chic Society	C1
	C2
	C3
	C4
	C5
Doing Well and Donating / Diamonds to Go	D1
	D2
	D3
	D4

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



<b>Easy Street</b>	E1
	E2
<b>Feathering the Nest</b>	F1
	F2
	F3
	F4
	F5
	F6
	F7
	F8
<b>Go-Go Families</b>	G1
	G2
	G3
<b>Home Hoppers</b>	H1
	H2
	H3
	H4
	H5
	H6

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



	H7
	H8
	H9
	H10
	H11
	H12
IRA Spenders	I1
	I2
	I3
Just Sailing Along	J1
	J2
	J3
	J4
	J5
Kiddie Kastles	K1
	K2
	K3
	K4
	K5

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



	K6
Loose Change	L1
	L2
Mid-Life Munchkins	M1
	M2
	M3
	M4
Nice & Easy Living	N4
	N5
	N6
Oodles of Offspring	O1
	O2
	O3
	O4
	O5
	O6
	O7
Parks, Parts & Playgrounds	P1
	P2

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



	P3
	P4
Quiet Homebodies	Q1
	Q2
	Q3
	Q4
	Q5
	Q6
Resource Realists	R1
	R2
	R3
	R4
Still Going Strong	S1
	S2
	S3
	S4
	S5
Tireless & On The Move	T1
	T2

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



Undaunted Do-It-Yourselfers	U1
	U2
Value Focused	V1
	V2
	V3
Working Hard	W1
	W2
	W3
	W4
	W5
Xtra Time On Their Hands	X1
	X2
	X3
Young at Heart	Y1
	Y2
	Y3
Zone of Contentment	Z1
	Z2
	Z3

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.



## Table 2. Risk Scoring file output layout

- File naming convention
  - For output scores from client-provided input file: **[InputFilename]\_out\_[service].zip** containing file Scores.csv
  - For output scores associated with WebMD Ignite-provided Consumer File: **[Org]\_ConsumerScores\_YYYYMMDDHHMM.zip** containing file **[Org]\_ConsumerScores\_YYYYMMDDHHMM\_[rowcount].csv**.

### Notes

- Service – the scoring service that was requested. Possible values are { CHUI, PDI, SC } corresponding to the Consumer Scoring Service, the Patient Scoring Service, and WebMD Ignite Service Categories services respectively.  
**Note:** Based on configuration, a single input .zip may be configured for multiple services. In these cases, multiple .zip container files will be generated, one for each service that is configured for the given InputFilename.
- For the Market Consumers interface, the Consumer Risk Scoring output file will be linked to the Consumer Demographics via the Person ID field in both files.
- For the Consumer and Patient Risk Scoring Services, the Person ID field will correspond to the ID submitted by the health system from the input file.
- For the Consumer Risk Scoring Service, the output file will contain only CHUI scores. For the Patient Risk Scoring Service, the output file will contain both CHUI and PDI scores.
- For the Consumer Risk Scoring Service, a value for every CHUI Model Type Code will be returned (provided the required input values for the individual has been provided).
- For the Patient Risk Scoring Service, a value for every CHUI and PDI Model Type Code will be returned (provided the required input values for the individual has been provided).
- Each row in the output file will contain a single Model Type Code and its associated Risk Score. For example, for PDI a single individual will have 500 rows (250 CHUI and 250 PDI).

Column Order	Field	Header Name	Description	Example	MH Standard Values	Data Type	Max Size
1	Person ID	person_id	Unique person identifier assigned to the consumer / prospect.	E1401321		Text	1000
2	Model Type Code	model_type_code	Type code for the risk model.	CHUI5_C_32	Y	Text	20
3	Risk Score	risk_score	Individual's risk level for the risk model from 0 – 999 where 999 corresponds to the greatest risk.	975		Integer	



## Table 2.1 Standard data values – Model Type Code

With the release of Version 2 (V2), model type code references have been moved to a separate document. See separate “Models Reference V2.pdf” for reference values.



## Table 3. Error file layout

### File naming convention

- Error logs will be named as **[InputFilename]\_Errorlog.csv**

### Notes

- For Row level errors, the output file will be produced but input rows with the described error will be rejected/skipped for scoring.
- If there are no errors, an .err file will still be produced.
- For Customer submissions with multiple input files (e.g., Patient Scoring Service), only a single .err file will be produced with the appropriate input file referenced by the *FileName* column.

Column Order	Column Name	Data Type	Description
1	Level	Text	Error Level: File or Record.
2	ErrorCode	Text	Discrete set of error codes.
3	Error	Text	Description of error.
4	FileName	Text	Name of file where error is found.
5	Key	Text	N/A for File level errors. For Row level errors, key value for row (when available).
6	Row	Integer	N/A for File level errors. Approximate row number where the error occurred.
7	Column	Text	N/A for File level errors. For Row level errors, name of column where error occurred.
8	Value	Text	N/A for File level errors. For Row level errors, value of column where error occurred.

ALL CONTENTS ARE CONFIDENTIAL

Confidential © Copyright 2026 WebMD Ignite. All rights reserved.

May not be reproduced or redistributed without the express permission of WebMD Ignite.