



# Data Services: Person Models

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
4/19/2023	Guide added to DSG version control for initial GA publication.

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
File naming convention	4
Data formats	4
Table 1. Risk Scoring file output layout	5
Notes	5
Table 1.1 Standard data values – Model Type Code	6

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.



## File naming convention

- Output files will be zipped in advance of posting to Customers SFTP site
- Naming convention for ZIP files: **[Org]\_PersonModels\_YYYYMMDDHHMM.zip** where
  - Org – the Organization / Health System that the data has been prepared for. WebMD Ignite will provide the organization ID for each Customer
  - YYYYMMDDHHMM – Date generated by WebMD Ignite
- Files to be included within the ZIP file
  - [Org]\_RiskScores\_YYYYMMDDHHMM.csv

## Data formats

- **Standard Values Required:** Refer to standard value list for possible return values. Note only the Value will be returned, Value Description provided for reference only.
- **Date:** YYYY-MM-DD
- **Datetime Format:** YYYY-MM-DDTHH24:MI:SSZ (in UTC)
- **Boolean:** N or Y



## Table 1. Risk Scoring file output layout

- File Naming convention: [Org]\_RiskScores\_YYYYMMDDHHMM.csv contained within [Org]\_PersonModels\_YYYYMMDDHHMM.zip

### Notes

- Person information is the mastered data resulting from WebMD Ignite’s enrichment process within its Enterprise Data Platform (EDP).
- Person ID corresponds to the golden view of the Person using the latest consumer and clinical data (from the health system).
- A crosswalk between WebMD Ignite’s Person ID and Customer’s Person ID will be provided as a separate output.
- Consumer Risk Scores (CHUI) are available for any Persons aged 18 or older.
- Patient Risk Scores (PDI) are available for any Persons with at least one diagnosis or procedure code (irrespective of age).
- Each row in the output file will contain a single Model Type Code and its associated Risk Score. For example, an individual patient could have up to 500 rows – 250 PDI and 250 CHUI (provided they are aged 18 or older).

Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
1	Person ID	person_id	WebMD Ignite–assigned person identifier.	E1401321		Text	1000
2	Model Type Code	model_type_code	Type code for the risk model.	CHUI5_C_32	Y	Text	20
3	Model Type Description	model_type_desc	Description of the risk model	Behavioral Health: ADHD		Text	1000
4	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 1.1 Standard data values – Model Type Code

See separate “Models Reference V2.pdf” for reference values.

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.