



# Data Services: Person Profiles

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## Change log

Date	Change
4/19/2023	Guide added to DSG version control for initial GA publication.
5/1/2023	Added Household Net Worth Description as new attribute in position 20 (shifting all others after +1)

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## 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]\_Person\_EDP\_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]\_Person\_Profiles\_YYYYMMDDHHMM.csv
  - [Org]\_Person\_ID\_Crosswalk\_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. Person Profiles file output layout

- File Naming convention: [Org]\_Person\_Profiles\_YYYYMMDDHHMM.csv contained within [Org]\_Person\_EDP\_YYYYMMDDHHMM.zip

### Notes

- This file contains only the demographic and householding information for a mastered Person in the health systems' contracted areas.
- 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.

Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
1	Person ID	person_id	Unique person identifier assigned by WebMD Ignite's IDP.	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

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
9	Postal Code	postal_code	The full postal (ZIP for US addresses) code, including ZIP+4 if present.	53717-1234		Text	10
10	Gender	gender	Indicates the individual's biological gender at birth.	F	Y	Text	2
11	Birth Date	birth_date	The individual's date of birth.	1973-02-25		Date	
12	Marital Status Code	marital_status_code	The code representing the marital status of the individual.	S	Y	Text	1
13	Marital Status Description	marital_status_desc	Description for marital status code.	Single		Text	1000
14	Education Code	education_code	Highest level of education attained by the individual.	1	Y	Integer	1
15	Education Description	education_desc	Description for education code.	Completed high school		Text	1000
16	Head of Household	head_of_household	Indicates the individual's head of household status.	Y		Boolean	
17	Adult Count	adult_count	Number of persons aged 18 or older that reside within the household.	2		Integer	
18	Children Count	children_count	Number of persons under the age of 18 that reside within the household.	0		Integer	
19	Household Net Worth Code	household_net_worth_code	Code representing household net worth range.	9		Integer	
20	Household Net Worth Description	household_net_worth_desc	Description for the household net worth code.	\$1,000,000 or more		Text	1000

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
21	Building Type Code	building_type_code	Type of building for the individual's household residence.	S	Y	Text	1
22	Building Type Desc	building_type_desc	Description for the building type code.	Single Dwelling		Text	1000
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
25	FIPS Block Group Name	fips_block_group_name	Names associated with the FIPS block group.			Text	1000
26	Deceased Date	deceased_date	The individual's date of death if available..	1973-02-25		Date	
27	Email Address	email_id	Individual's email address	xyz@domain.com		Text	1000
28	Employer Name	emp_name	Individual's employer name			Text	1000
29	Home Phone	home_phone	Individual's home phone	9999999999		Text	1000
30	Mastered Household ID	mastered_hh_id	Household ID assigned to individual through WebMD Ignite's mastering process	E2897382		Text	1000
31	Socially Active on Facebook Score	household_channel_models_socially_active_on_facebook_score	Household level scores - Mobile Purchaser	Rank 03		Text	1000
32	Technology Early Adopter Score	household_channel_models_technology_early_adopter_score	Household level scores - Mobile Purchaser	Rank 01		Text	1000

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
33	Household Member Age 0-2	household_demographics_has_member_age_0_2	Household Member Age 0-2	Y		Boolean	
34	Household Member Age 3-5	household_demographics_has_member_age_3_5	Household Member Age 3-5	Y		Boolean	
35	Household Member Age 6-10	household_demographics_has_member_age_6_10	Household Member Age 6-10	N		Boolean	
36	Household Member Age 11-15	household_demographics_has_member_age_11_15	Household Member Age 11-15	N		Boolean	
37	Household Member Age 16-17	household_demographics_has_member_age_16_17	Household Member Age 16-17	N		Boolean	
38	Household Member Age 18-24	household_demographics_has_member_age_18_24	Household Member Age 18-24	N		Boolean	
39	Household Member Age 25-34	household_demographics_has_member_age_25_34	Household Member Age 25-34	N		Boolean	
40	Household Member Age 35-44	household_demographics_has_member_age_35_44	Household Member Age 35-44	Y		Boolean	
41	Household Member Age 45-54	household_demographics_has_member_age_45_54	Household Member Age 45-54	N		Boolean	
42	Household Member Age 55-64	household_demographics_has_member_age_55_64	Household Member Age 55-64	N		Boolean	

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
43	Household Member Age 65-74	household_demographics_has_member_age_65_74	Household Member Age 65-74	N		Boolean	
44	Household Member Age >75	household_demographics_has_member_age_75_plus	Household Member Age >75	N		Boolean	
45	Household Ownership Status Code	household_demographics_ownership_status_code	Household Owner Status code			Text	1
46	Household Ownership Status Description	household_demographics_ownership_status_desc	Household Owner Status description			Text	1000
47	Household Income range Code	household_income_range_code	Code indicating range of household's income.			Text	1
48	Household Income range description	household_income_range_desc	Description for income range code.			Text	1000
49	Household LifeStyle Attribute - Charitable Donor	household_lifestyle_attributes_is_charities_donor	Indicates the household has a history of charitable giving.	N		Boolean	
50	Household LifeStyle Attribute - Fitness / Exercise	household_lifestyle_attributes_is_fitness_exercise	Indicates the household is interested in fitness or exercise.	Y		Boolean	
51	Household LifeStyle Attribute - Pet Owner	household_lifestyle_attributes_is_pets	Indicates the household is interested in pets.	Y		Boolean	
52	Household LifeStyle Attribute - Runner	household_lifestyle_attributes_is_running_jogging	Indicates the household is interested in running or jogging.	N		Boolean	

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
53	Person level language Code	language_code	Code for a person's spoken language.	E		Text	1000
54	Person level language description	language_desc	Description of language code.	English		Text	1000
55	Person Level Mobile Phone	mobile_phone	Person's mobile phone number.	9999999999		Text	1000
56	Person Move Date	move_move_date	Person's last move date. Only available with license of new movers data.	2022-02-22		Date	
57	Person Move Distance	move_move_distance	The distance person last moved. Only available with license of new movers data.	20		Integer	
58	Person Previous Postal Code	move_previous_postal_code	Person's last known postal code. Only available with license of new movers data.	53717-7890		Text	10
59	Person Occupation Code	occupation_code	Code indicating a person's occupation.	DDS		Text	1000
60	Person Occupation Description	occupation_desc	Description for occupation code.	Dentist		Text	1000
61	Person Prefix	prefix	Name prefix.	Dr.		Text	10
62	Person Race Code	race_code	Code indicating a person's race.	C		Text	1000
63	Person Race Description	race_desc	Description for race code.	Caucasian		Text	1000
64	Global Solicitability	global_solicitability	Indicates if the person is solicitable.	Y		Boolean	

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Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
65	Email Solicitability	email_solicitability	Indicates if the person is solitable over email	Y		Boolean	
66	Mail Solicitability	mail_solicitability	Indicates if the person is solitable using mail	Y		Boolean	
67	Phone Solicitability	phone_solicitability	Indicates if the person is solitable over the phone	N		Boolean	
68	SSN Last 4	ssn_last_4	Last 4 digits of Social Security Number	1234		Integer	4
69	Person Suffix	suffix	Name suffix.	Jr.		Text	10
70	Last Modified Date	last_modified	Date the person record was last modified by WebMD Ignite.	2022-12-29		Date	



## Table 2. Person ID Crosswalk

- File Naming convention: [Org]\_Person\_ID\_Crosswalk\_YYYYMMDDHHMM.csv contained within [Org]\_Person\_EDP\_YYYYMMDDHHMM.zip

### Notes

- Contains the crosswalk between WebMD Ignite’s Person ID and any customer specified IDs.
- Person ID is the mastered data resulting from WebMD Ignite’s enrichment process within its Enterprise Data Platform (EDP). Therefore it is possible to have multiple customer IDs map to the same WebMD Ignite Person ID.

Column Order	Field	Header Name	Description	Example	Standard Values Required	Data Type	Max Size
1	Person ID	person_id	Unique person identifier assigned by WebMD Ignite’s IDP.	E1401321		Text	1000
2	External ID	external_id	ID provided by external (e.g., customer-supplied) system.	EPIC4332343323439		Text	1000
3	External Source	external_source	Source that provided External ID.	EPIC		Text	1000