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IQS plans national database of reimbursements

Business First of Louisville - by [Ed Green](#) Business First Staff Writer

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Shawn Herbig wants to take some of the mystery out of amounts insurance companies pay health care providers for the services they provide to patients.

So Herbig, president of Louisville research and data-collection firm **IQS Research**, is creating a national database that he claims will help physicians, health care consultants and others in the health care industry know more about how much insurers are reimbursing doctors for the care they provide.

The Center for Healthcare Reimbursement initially will operate as a division of IQS, a nine-employee firm, Herbig said. He expects the new unit to grow, possibly to include about 50 employees. Staff members would be data collectors, analysts and salespeople, who would work to sign up clients.

He expects to invest about \$200,000 in startup costs related to developing software and buying equipment that will gather, analyze and report detailed reimbursement data the company will collect from physicians in 100 metropolitan markets.

IQS will begin gathering data this year in 15 Midwest markets, including Louisville, but Herbig expects to expand to all 100 markets within five years.

He declined to disclose how much he will charge for the information. "The data has much more value when it is presented with other markets in the region," Herbig said, adding that he has not found any competitors providing this kind of information on a regional or national scale.

A \$25,000 grant from the Kentucky Science and Technology Corp.'s Kentucky Enterprise Fund helped IQS pay for creating a data-management system.

"We've done a lot of reimbursement studies, and we've found that there is a lot of discrepancy and a lot of misunderstanding in what doctors are getting paid," Herbig said. This system will provide "accurate, reliable and useful" reimbursement data.

Reports to include common procedures

The Center for Healthcare Reimbursement will survey physicians in the 100 largest U.S. cities about how much they are paid by insurers to perform 30 of the most common procedures, Herbig said.

The information will be used to create standard and customized reports for the firm's customers.

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