

DATA ON DEMAND

Two companies dominate the field of selling prescription information to insurance companies:

MEDPOINT

INTELLISCRIP

Parent

UnitedHealth Group's Ingenix

Milliman

Location

Eden Prairie, Minn.

Brookfield, Wis.

History

UnitedHealth acquired MedPoint in 2002 from a small, Utah-based health-technology company, Nex2

Milliman, a Seattle consulting firm, acquired IntelRx and its IntelliScript product in 2005

Fine print

Delivers five-year history of drug purchases, dosages, refills, and possible medical conditions

Similarly provides five-year purchase history, which includes information on pharmacies and treating physicians

Pitch to insurers

"Identify high-risk individuals, reduce costs, lower loss ratios, and increase revenue"

"Clients report financial returns of 5:1, 10:1, even 20:1"