

[DATE]

[NAME]

[TITLE]

[ADDRESS]

[CITY], [STATE] [ZIP]

Dear [NAME]:

I am writing to make you aware of an exciting initiative that is transforming the way health plan and provider IT systems communicate. CAQH launched the Committee on Operating Rules for Information Exchange (CORE) in 2005 to improve electronic access to accurate, timely healthcare administrative information, including eligibility and benefits data. CORE has brought together more than 100 industry stakeholders – health plans, providers, vendors, CMS and other government agencies, associations, regional entities, standard-setting organizations and others that maintain eligibility/benefits data for more than 130 million Americans (approximately 75 percent of all commercially insured lives) – to build consensus on a set of operating rules to:

- Enhance interoperability between providers and payers
- Streamline patient insurance coverage data transactions
- Reduce the amount of time and resources providers spend on administrative functions – time better spent with patients

As you may know, operating rules build on existing standards, such as HIPAA, to make electronic transactions more predictable and consistent, regardless of the technology.

[COMPANY NAME] participated in developing CORE rules and is very excited about the improvements they can bring. Use of the rules is voluntary, but requires completing a CORE-certification process. We have made the commitment to become CORE-certified by [DATE].

As a valued trading partner of [COMPANY NAME], I want to strongly encourage you to become CORE-certified. Access to eligibility, benefits, and claims data is improved with every organization that completes the certification process. Additionally, we urge you to join in developing CORE's next phase of operating rules. Attached is additional information about CORE and the rules. I look forward to speaking with you further about this important initiative.

Sincerely,

[NAME]

[TITLE]