



Managing & Maximizing NPI Registry

Creating or Updating your NPI Information

Follow the steps below. **If you wish for help to complete these steps, please contact the NPPES Enumerators at 800-465-3203.** Please make sure your name, business mailing address and taxonomy code (according to your position with the state and county you work in) are current and correct.

You can give access to multiple individuals to help apply for or make changes to your NPI information online. As a trusted healthcare marketer, you may request this service from Jeannie Hill, owner of Hill Web Marketing. Email jeannie@hillwebcreations.com or call 651-206-2410.

Logging in: is a simple process for registered users.



Registered User Sign In

Log in to view/update your National Provider Identifier (NPI) record.

User ID ⓘ

Password

SIGN IN

CREATING AN ACCOUNT:

There are three ways you can do this.

1. An Authorized Official (AO) or Access Manager (AM) can leverage the NPI registry by using it to efficiently manage provider information within their organization, including verifying provider details, identifying potential duplicate records, and quickly accessing necessary data for tasks like Medicare enrollment and billing, all through the CMS Identity and Access Management (I&A) system, which allows them to add, update, and manage provider data with their NPI numbers as the key identifier. An **access manager (AM)** is an individual who is delegated by the **authorized official (AO)** of an organizational provider or 3rd party organization. **A third-party organization would be that of a billing agency, credentialing consultant, or other staffing company that has relationships with individual providers or organizational providers to work on their behalf within I&A.**
2. A provider can send a paper application using Form CMS-10114, NPI Application/Update Form. The mailing address is listed on the form. The NPI Enumerator will provide a printed copy if providers contact them directly by phone at 800-465-3203 or TTY 800-692-2326, or providers can send an email to customerservice@npienumerator.com.
3. Either a provider, AO, or AM can apply online. This is my favorite method, so I'll cover it below.

Enter your name, address and phone number (NAP), along with other information:

In your browser, navigate to <https://nppes.cms.hhs.gov/#/>. Select "Create" or "Manage" link. If you are creating your account for the first time, follow the prompts. It will take you to <https://nppes.cms.hhs.gov/IAWeb/register/createUserInfo.do>, where you enter your full details.

Create or Manage an Account

You need an Identity & Access Management System (I&A) account to log into NPPES.



Individual Providers or Users Working on Behalf of a Provider or Organization

If you don't have an I&A account, or you need to update your existing I&A account, then select the "CREATE or MANAGE AN ACCOUNT" button below to go to I&A.

After successfully creating your I&A account, return to NPPES and use your I&A User ID and Password to log in. This is where you can create and maintain NPI data that you are associated with.

CREATE or MANAGE AN ACCOUNT

By assigning a specific person to handle all National Provider Identifier (NPI) related tasks and utilizing the NPI registry to verify provider identities for billing, credentialing, and online presence, organizations can significantly streamline administrative processes, minimize compliance risks, and enhance a physician's personal brand by ensuring accurate and consistent identification across various platforms, ultimately leading to better patient engagement.

The system is straightforward. When creating your account, a progress bar at the top shows you:

Step 1 – User Info

Step 2 – User Security

Step 3 – MFA Setup

Final Review

User Registration - User Security



Note: You have 30 days to complete the registration process once you create your User ID and Password or your account will be removed.

* indicates required field(s)

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*** User ID:**

*** Password:**

*** Confirm Password:**

User ID Compliance:

- Must be 6-12 alphanumeric characters and unique within the Identity & Access Management System and NPPES.
- Must not contain more than four numeric characters, any spaces, or any special characters.
- Must not contain personally identifiable information such as SSN or NPI.

Password Compliance:

- ✘ Must be 8-12 alphanumeric characters.
- ✘ Must not contain your first name or last name.
- ✘ Must contain at least one letter.
- ✘ Must contain at least one number.
- ✘ Must contain at least one [valid special character](#).
- ✘ Must not contain any invalid special characters.
- ✘ Must not start with numeric characters.
- ✘ Must not contain three repeating characters.
- ✘ Must not be the same as your User ID.
- ✘ Password must match Confirm Password.

MFA set up at NPPES" refers to the process of setting up Multi-Factor Authentication (MFA) on the National Plan and Provider Enumeration System (NPPES), which is a system used to register for Medicare and manage National Provider Identifiers (NPIs), requiring users to provide an additional verification method beyond their password to securely access their account.

To Update Information Already Entered:

- Select the "Magnifying Glass" ICON to View the desired NPI application.
- **Select the "Pencil" ICON to Edit the desired NPI application**
 - Access the page that contains the information to be updated by selecting the 'Next' button located at the bottom of each page or by selecting the desired page from the left hand navigation bar.
 - Update the necessary information.
 - Once all desired information is updated navigate to the Submission page. Check the Certification Statement box at the bottom of this page.
 - Select Submit. This button will not be enabled until you check the Certification Statement box at the bottom of this page.

User Registration - Multi-Factor Authentication (MFA) Setup



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Note: You have 30 days to complete the registration process once you create your User ID and Password or your account will be removed.

* indicates required field(s)

We need a way to deliver a temporary code to you to verify your identity. We can do this via a phone number (either by voice or Text/SMS) or you can choose to have it sent to you in an e-mail. You must enter this code on the next page.

You must identify at least one method for receiving your verification code; however, you may provide up to two different methods.

Please note the following Text/SMS and Voice Call Details:

- International phone numbers are not supported.
- Standard message and data charges may be applied by your carrier.
- By entering a Mobile Phone Number, you are certifying that you are the account holder or have the holder's permission to use the phone number to receive a Text/SMS message.
- If the same phone number is used for the Text/SMS and the Voice Call authentication methods and one is deleted, the other will also be deleted. If different phone numbers are used for each method, deleting one method will not delete the other.

Please select a Multi-Factor Authentication Method:

* **Authentication Method:**

Select Primary Authentication Method

- If you are an Individual Provider, you will be able to see all associations with your NPI.
- If you are an Authorized Official or Access Manager, you will need to add your employer(s) to manage staff and connections associated with your employer(s).
- If you are a Staff End User, you may add your employer and ask an Authorized Official or Access Manager associated with your employer to grant you access; or you can ask an Authorized Official or Access Manager associated with your employer to invite you to work on the behalf of the employer.

You can select how to you wish to validate. I find text is the easiest and fastest. Within seconds you receive a message "Your CMS verification code is XXXXXX." Once you have been sent and entered your verification code correctly, you will be redirected to the home page. Here you can view your username in the top right-hand corner.

[Home](#) [My Profile](#) [My Connections](#)

Now you officially have an account and your username will show here

Home

Welcome to the Identity and Access Management System!

Are you an Individual Provider?

We have not been able to locate an NPI record that matches the information you provided. If you are an individual who provides health care services, please [register for an NPI](#) (or update your existing information) before you login to any additional CMS systems.

Are you responsible for an Organization?

If you are the Authorized Official or Access Manager for a Healthcare Organization (or a 3rd Party Company, such as a billing or credentialing management company that does not provide health care services, but works on behalf of health care providers), select the My Profile section and add your employers to begin the approval process.

None of above?

If you do not match either description above, please review the Frequently Asked Questions (FAQ) below and/or contact your supervisor and ask that they invite you to register as a member of their staff. If they have not registered already, they will need to do so.

News & Alerts

EUS Contact Information:
External User Services (EUS)
PO Box 792750
San Antonio, Texas 78279
<https://eus.custhelp.com>

Application Links

- [NPPES](#)
National Plan and Provider Enumeration System
- [PECOS](#)
Medicare Provider Enrollment, Chain, and Ownership System
- [PEPPER](#)
Program to Evaluate Payment Patterns Electronic Reports (PEPPERS)

Outbound Patient Referrals:

NPI Registry Accuracy is Important for Outbound Patient Referral Bases

NOTE: Your NPI CMS is not responsible for accuracy. You are. It is recommended that medical clinics, health plans and states regularly review the provider NPI information in the provider database to ensure that only providers with valid and active NPI numbers are in the databases and the information is updated.

Many outbound patient referrals systems have a rigorous provider selection process - like Mayo Clinics.

Reviewing and maintaining provider databases is often an overlooked and necessary activity to ensure regulatory compliance, improved provider to provider referrals, and integrity within a health program. Duplicate enrollment, outdated licensure status, and disbarment activity pose some high risks to healthcare programs. Many of the processes for paying claims, assigning members, and evaluating network adequacy are based on the information contained in these sometimes-outdated provider databases.

Key Marketing Tip:

Up-to-date NPI registry details are crucial for personal knowledge graphs and marketing services because they provide accurate and current information about healthcare providers. This is extremely useful for disambiguation when providers have the same or similar names and credentials. Keeping your NIP data current also allows for precise targeting and personalized outreach in [healthcare marketing campaigns](#), while also ensuring data integrity within a personal knowledge graph by reflecting the most recent provider information.

Key Advertising Tip:

Healthcare advertisers can incorporate NPI targeting into their marketing strategies in several ways. B2B marketing can leverage NPIs to Target Physicians. NPI targeting empowers healthcare advertisers to connect directly with individual healthcare professionals (HCPs). This precise approach allows advertisers to tailor their messaging based on an HCP's American Medical Association (AMA)-recognized specialty, subspecialty, and other key professional details.

Unlock the true potential of your healthcare advertising campaigns with NPI-validated reporting. By establishing a foundation of reliable data, NPI targeting eliminates the guesswork that plagues campaigns with inefficient targeting. This clarity allows for accurate performance analysis, both in real-time and post-campaign, empowering advertisers to make confident, data-driven optimizations that refine messaging and directly contribute to achieving marketing objectives.

Key Optimization Tip:

ADD YOUR WEBSITE'S URL: If permissible, you can let NIP viewers immediately navigate to your website. This provides a high value mention for a highly trusted and relevant source. If you are not a marketer or SEO professional, you may miss this key optimization opportunity.

To fill in a provider website URL on the NPI registry, go to the "National Plan and Provider Enumeration System (NPPES)" website at <https://nppes.cms.hhs.gov/>, log in to your account, and navigate to the relevant section where you can input your website address under the "Endpoint" information when updating your NPI details.

<https://npiregistry.cms.hhs.gov/help/help-details> states:

Endpoint Information: Endpoint is where the service can be accessed by a client application.

- **Endpoint Type:**
 - a. Direct Address
 - b. SOAP URL
 - c. Connect URL
 - d. FHIR URL
 - e. Restful URL
 - f. Website URL**
 - g. Other URL

- **Contact information:** Some providers might choose to list their website URL within the "Contact Information" section if it is relevant to reaching them professionally.
- **Custom fields:** If you are using a third-party platform to manage provider data, you might be able to create a custom field to store a provider's website URL.
- **If the "website:" input field on the NPI registry is empty,** it likely means that the system is not currently permitting providers to directly add their personal bio page URL; the NPI registry primarily focuses on

collecting essential practice and contact information, not necessarily individual provider profile pages on external websites. You can link to the practice website. Within your site ontology have a provider section where visitors can find the provider bio page link on your practice website where relevant provider information is displayed.

Key points about managing NPI registry:

- **Access point:** Go to "https://nppes.cms.hhs.gov/" to access the NPPES website.
- **Login required:** Doctors need to log in with their credentials to access and modify their NPI information.
- **Updating website URL:** Within the NPPES portal, doctors can locate the section to input their practice website URL and make any necessary changes.

An example of an NPI registry entry where the "website:" field links could look like this: "Provider Name: Dr. Jane Smith, NPI Number: 1234567890, Website: [https://www.drjanesmith.com]" - where clicking on the highlighted URL "https://www.drjanesmith.com" would directly take you to Dr. Smith's practice website on the internet.

Notifications:

Healthcare providers must notify NPPES of any changes within their information within 30 days. **NPI details should be updated whenever any personal or practice information changes occur.** There is an update provider form on the website. address, This includes address, phone number, or specialty. Even if you move offices within the same medical building, it is important to update your Suite # as well.

Common reasons for NPI registry provider updates:

- Initial data input was mistyped
- Providers may add taxonomy categories and education is enhanced
- Change of married/single status that triggers a name change
- Clinic address change
- Employee or work role change
- Death

NOTE: The following changes cannot be completed online and require a Paper Application/Update Form: Changes to Date of Birth, Changes to Social Security Number and Reactivation of an NPI.

Search Yourself

Yes, definitely keep Googling yourself to make sure you're at least aware of it if some webpage out there is posting inaccurate information about you that everyone can see. As AI Search moves forward, inaccuracies or "hallucinations" are more common. With accurate [Physician Schema Markup](#) confirming your NPI and state medical license numbers and taxonomies, your are protecting and building your personal and clinic brand name.

If you find that improvements can be made to this document, I welcome your input.

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