

| The Provider | Directory Experience

2025

| Fresh insights from firsthand testimony



Findings From Atlas System's 2025 Member Experience Monitor Research

About

Atlas’s Member Experience Monitor Report

Understanding how members experience provider data in 2025

01

The Atlas PRIME® Member Experience Monitor is a national survey designed to capture the lived realities of members interacting with provider directories.

02

Launched in 2023 and conducted annually, the study explores how directory accuracy shapes the member journey—from initial search to provider selection—and how it influences overall trust in health plans.

03

The 2025 wave surveyed 1,000 insured U.S. adults, weighted to match national population benchmarks. Fieldwork was conducted by GBK Research in March 2025. This year’s insights provide critical visibility into usage patterns, accuracy perceptions, and the downstream effects of provider data errors.



The Big Picture

Directories pose growing challenges for payers and providers alike

At a time when insurance plan members rely more and more on digital health resources, the task of keeping provider directories up to date is growing more complex. Providers struggle to deliver information to dozens of health plans – and, on the receiving end, those payers often lack the resources to process the data quickly.

Our 2025 findings reveal a widening gap between member expectations and the realities of data accuracy. Most respondents rely on directories to make high-stakes decisions. Yet, a significant number report running into errors that disrupt care, cause financial confusion, or erode confidence in the health plan.

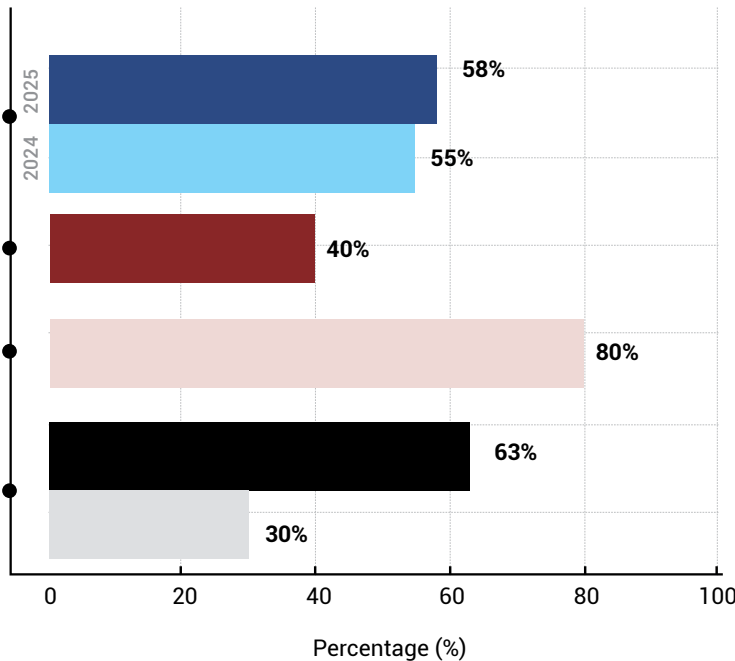
Key Highlights From the Report

58% of provider directory users have **found incorrect information** in a directory at least once – versus 55% in 2024

40% say that Google and other “alternative” sources have **more accurate provider information than directories**

80% say that finding wrong information made them **trust the insurance company less**

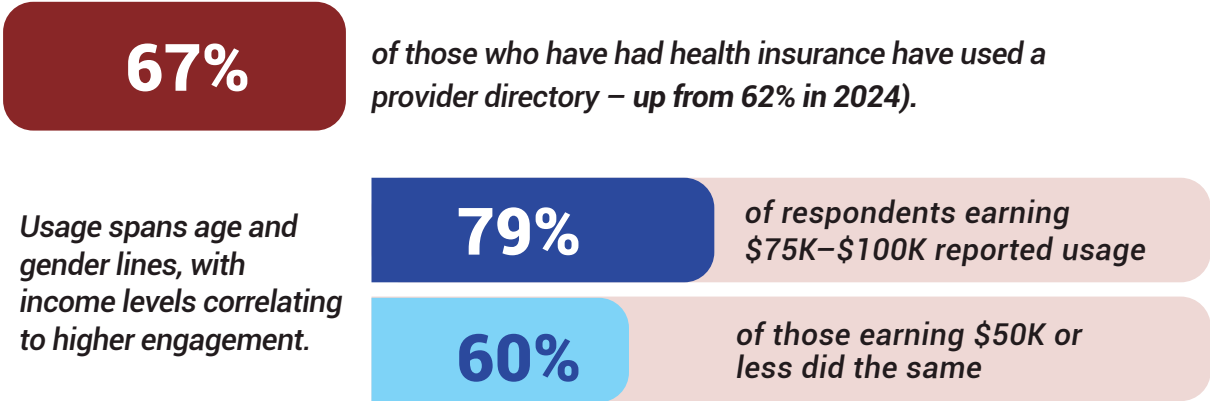
63% feel that **insurance companies are primarily responsible** for directory accuracy – but 30% say providers are on the hook



Provider Directories in the Digital Member Journey



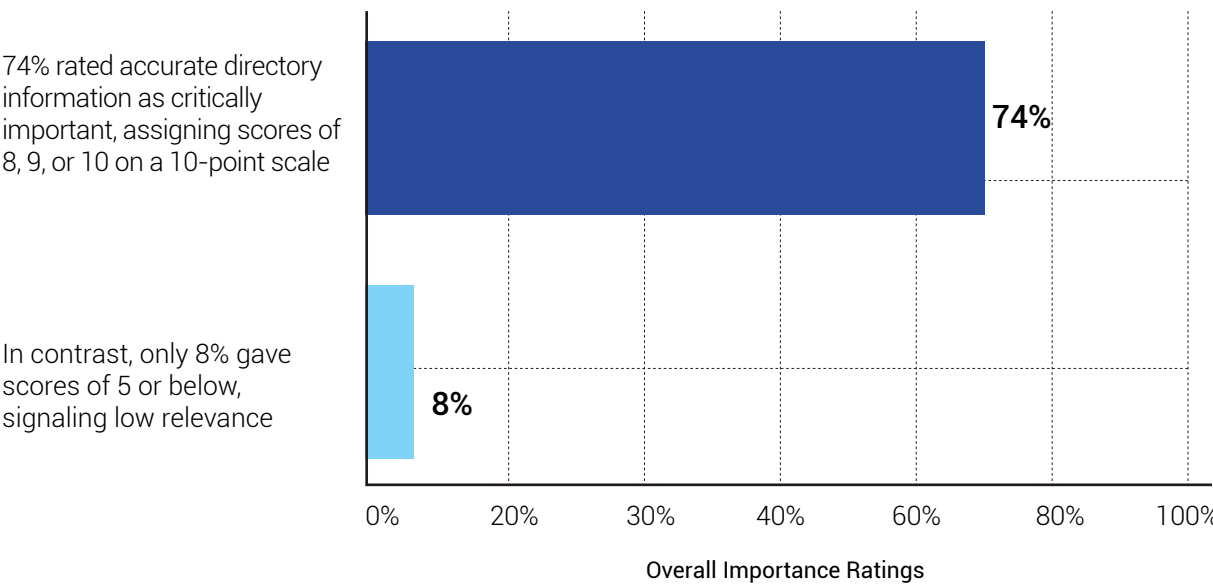
Upper incomes more likely to report use



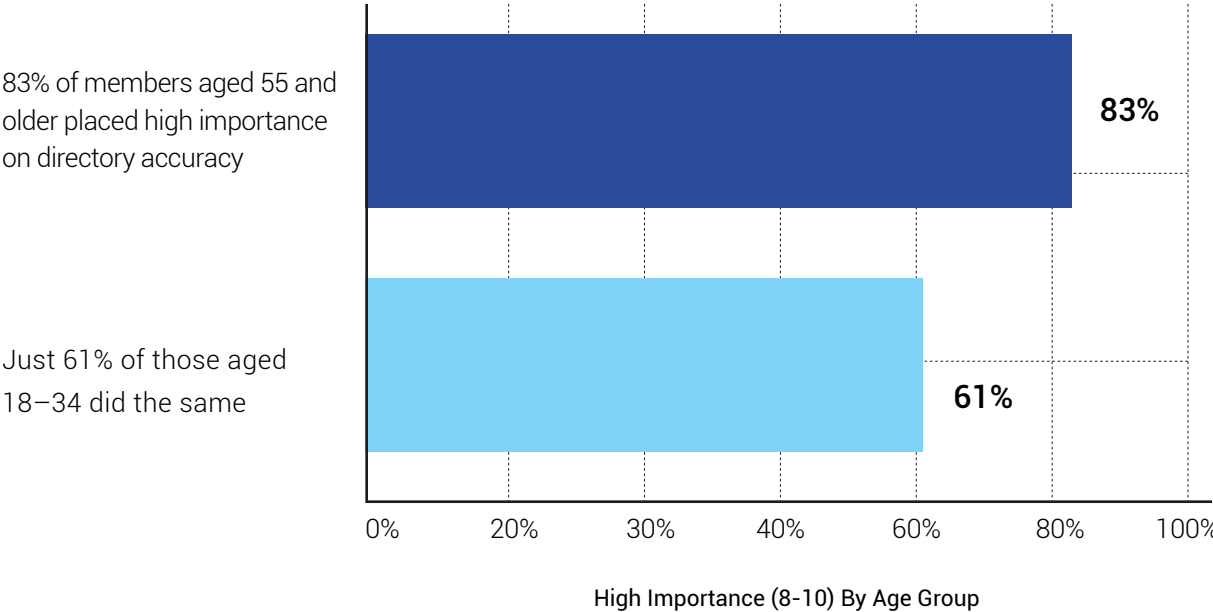
Directories strongly equated with member satisfaction

Provider directory accuracy directly shapes how members evaluate their overall plan experience

Among members who had encountered directory errors:



The gap widens further across age lines:



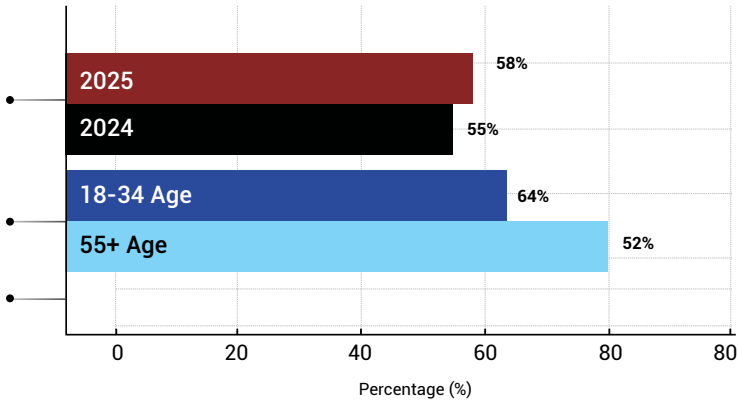
The Real-World Cost of Inaccuracies

Almost 6 in 10 have found errors

Among provider network users, **58% have found errors** in them at least once – versus 55% in 2024

64% of those 18 to 34 said they found errors, compared to 52% of those 55+

Men were more likely to report finding incorrect provider data across all age groups

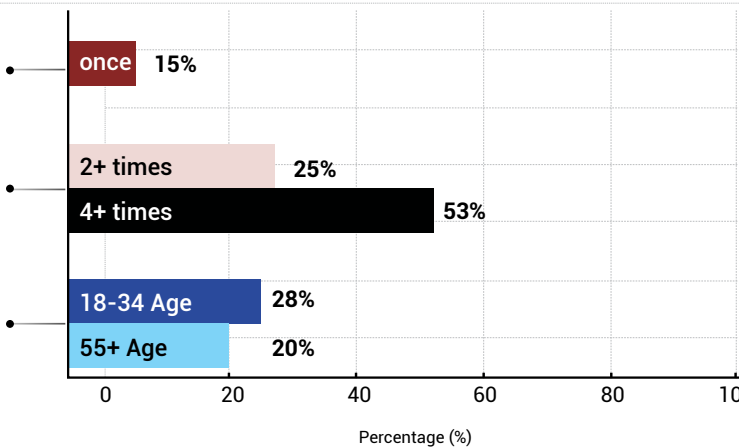


78% have found errors more than once

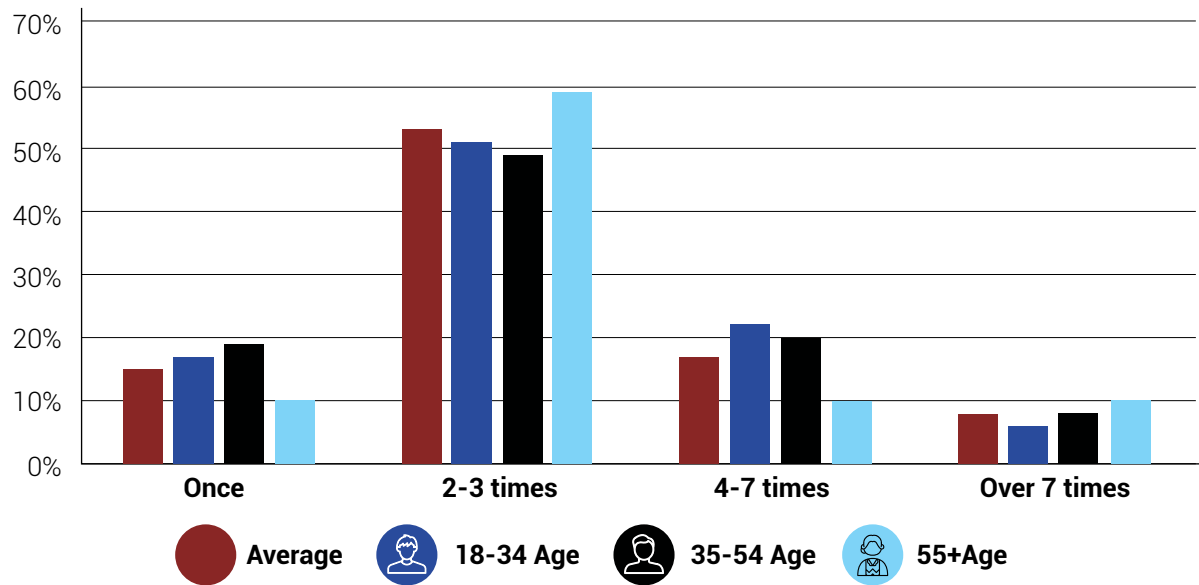
Only 15% of those who found directory errors reported that this happened just once

53% reported two or more incidents, while 25% cited 4 or more

Among age groups, those 18 to 34 were more likely (28% vs. 20%) to report finding 4 or more errors, compared to those 55+



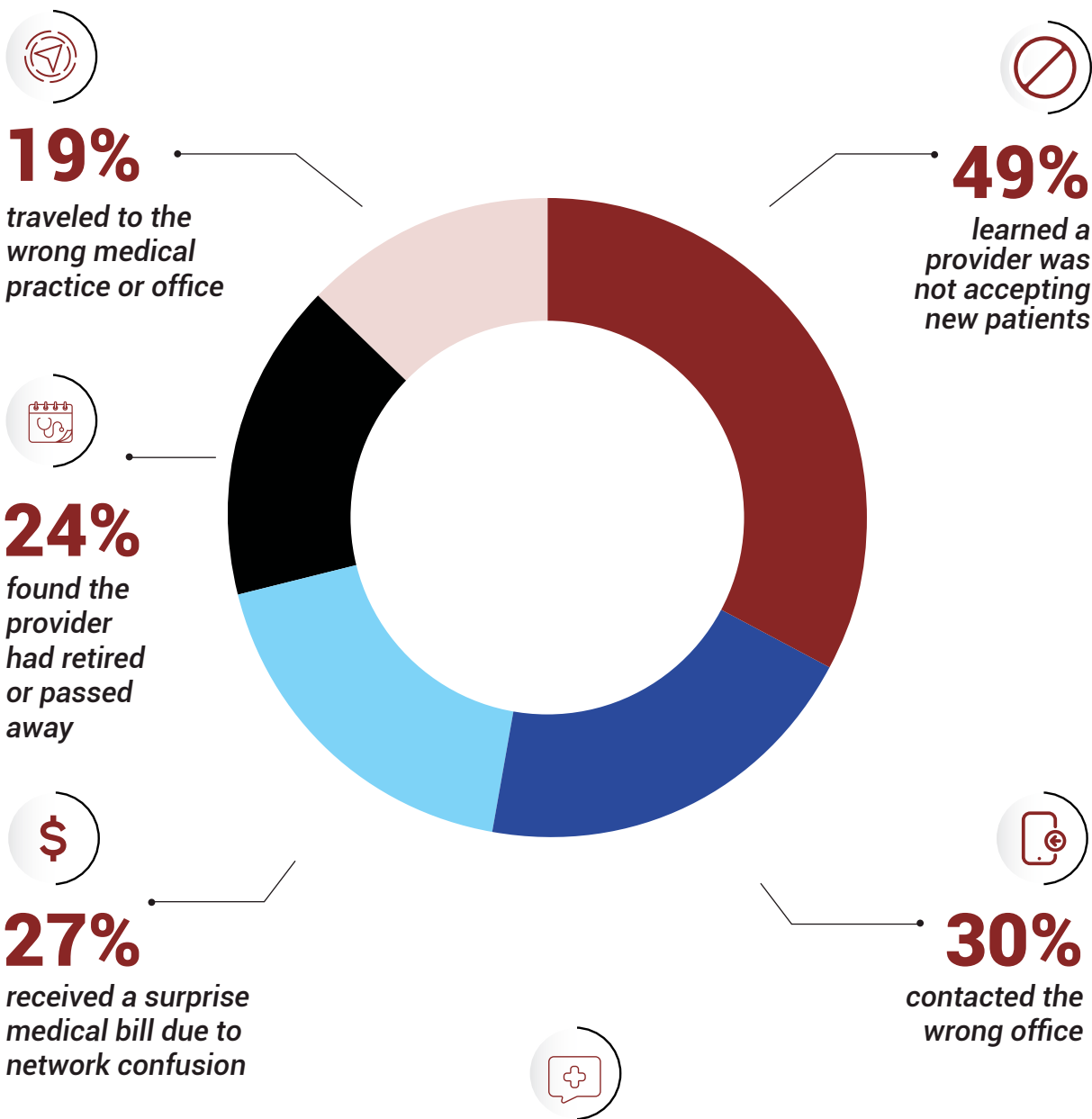
Number of times errors found in provider directories (by age)



Wide Variety of Inconveniences Cited

“Not accepting new patients” most common

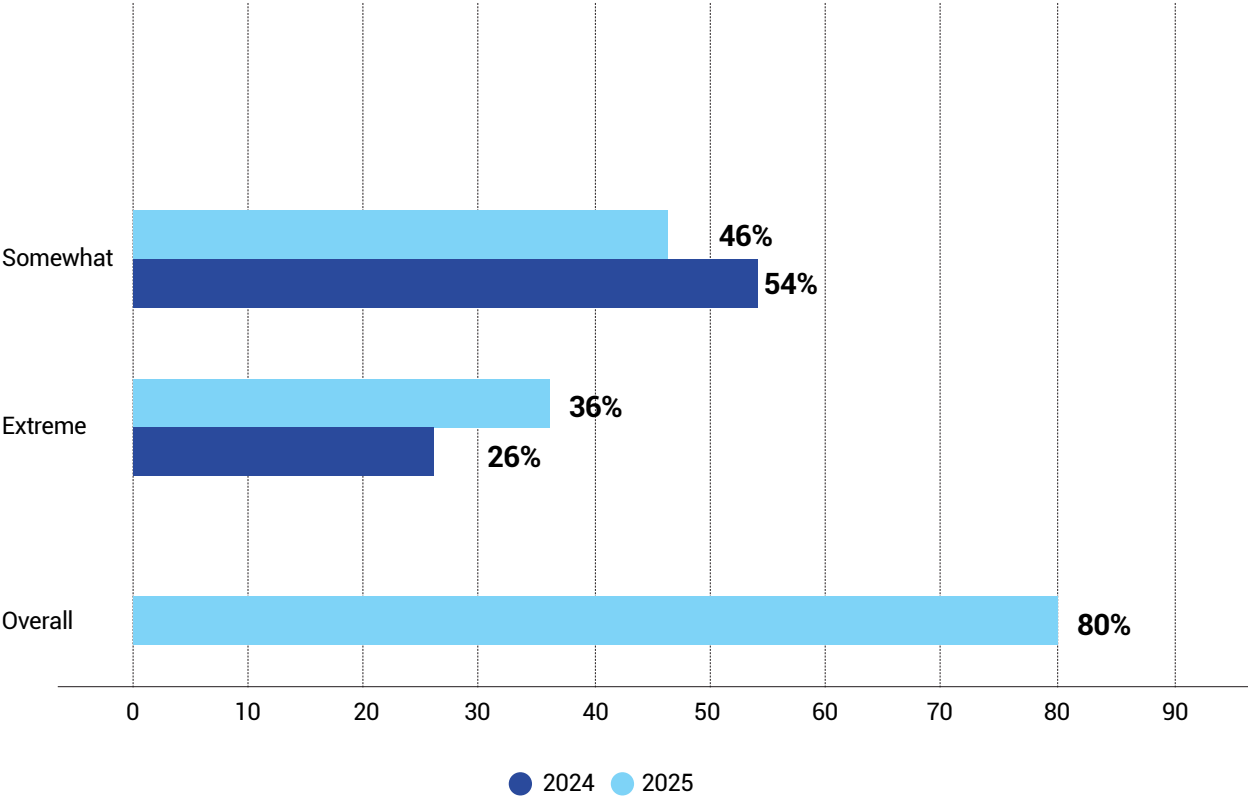
What types of issues did members report?



Others reported specialty mismatches and language barriers

Trust is Quietly Eroding Due to Directory Errors

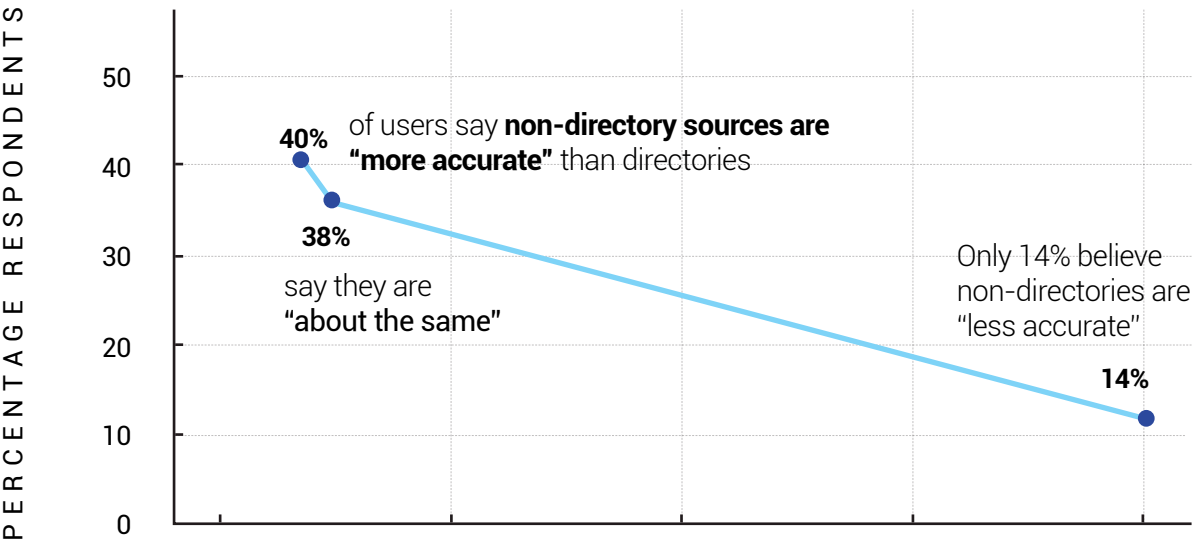
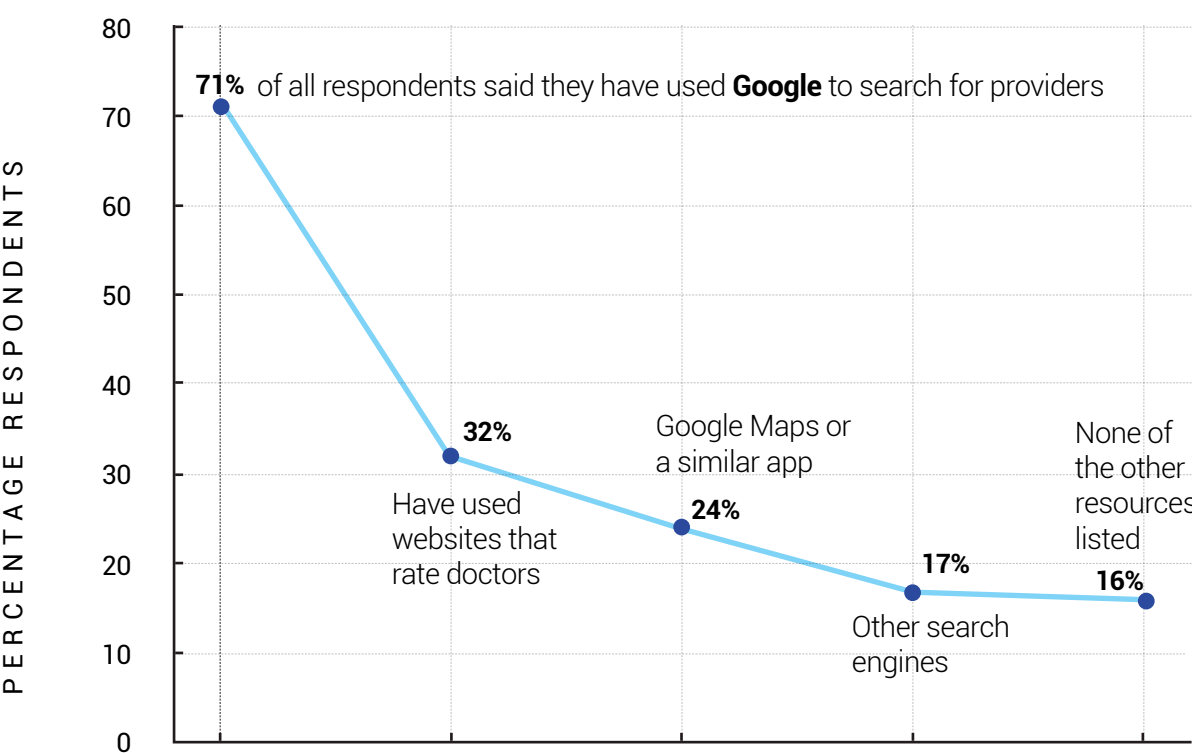
Younger adults report more severe effects



- Overall, **80%** of those who found errors said the mistakes made them less likely to trust the health plan involved
 - 26% said the effect on trust was “**extreme**” – down from 36% in 2024
 - 54% are now “somewhat” less likely to trust the plan – up from 46% last year
- Younger adults were more likely to cite **extreme distrust**, compared to those 55+

When Official Tools Fall Short, Members Look Elsewhere

Use of non-directory resources is prevalent, viewed as equivalent – if not superior – in accuracy





PRIME® allows payers, providers to deliver great member experiences and achieve consistent regulatory compliance



Provider Data Accuracy and Validation



Ongoing Directory Monitoring



Flexible Data Exchange Platforms



Printable Directory Offering



Provider Training Services

What sets PRIME® apart



Firsthand data validation, not just aggregation



Operates on a FHIR-compliant platform



Proven performance in large metro markets



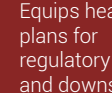
AI-powered dashboards with real-time accuracy insights



Enables bi-directional data sharing between payers and providers



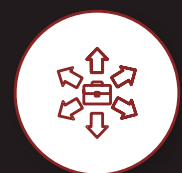
Includes training, print-ready exports, and ongoing monitoring



Equips health plans for regulatory audits and downstream reporting

Assess your data accuracy today

Let PRIME® run a preliminary directory audit



Line of Business of your choice



Data fields of your choice



Quick turnaround and full results



No cost or obligation

Talk to us about improving your provider directory accuracy today.



ATLAS SYSTEMS 20 YEARS



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