

The background of the top half of the page features a complex, abstract graphic. It consists of numerous thin, light blue and white lines that connect small dots, creating a network-like structure. The dots are also small and light blue or white. The overall shape of the graphic is somewhat organic and flowing, resembling a stylized DNA helix or a neural network. The background color transitions from a deep blue on the left to a lighter blue and then to a greenish-yellow on the right.

PRIME REGISTRY™

Improving America's Health

PRIME Registry Welcome Kit

Revised November 2025

Introduction

PRIME Registry is a [Qualified Clinical Data Registry \(QCDR\)](#) which provides a suite of tools and technology designed to support almost every aspect of primary care including monitoring and working with quality data to demonstrate value to payers, peers, patients and professional organizations.

PRIME Registry is also a test bed for developing more meaningful primary care measures, testing measures in real life, studying health and healthcare, and is a means of influencing positive changes in the health care landscape—for clinicians and patients alike. The PRIME Registry suite of tools are valuable in reducing burden, improving quality, growing revenue, and improving the alignment of professionalism and value.

As a QCDR, PRIME Registry is approved by CMS to report for QPP programs like the Merit Based Incentive Payment System (MIPS), the new MIPS Value Pathways, APM Performance Pathway, and other quality improvement programs.

Background

PRIME Registry was launched by the American Board of Family Medicine (ABFM) in 2016, with technology vendor MRO. The ABFM, the only certifying board to run a QCDR, did so because there was not already a resource to help small practices stay viable as reporting requirements ramped up. PRIME Registry supports thousands of clinicians, across 47 states, with patients across all 50 states.

Using PRIME Registry

Participants in PRIME Registry gain access to a user-friendly, web-based dashboard that makes it easier to track quality performance, identify care gaps, assess patient risk based on social factors, and more.

Your dashboard includes many tools to enhance practice quality and reduce burden:

- *PHATE My Community tool*
Explore the social determinants of health that impact your patients. View the characteristics of your practice service area and drill down on specific social determinants, along with resources to address them
- *PHATE Hotspotting tool*
View clusters of diseases and poor outcomes within your patient population and the related social determinant information for those areas
- *Care Gap*
Examine each patient's care quality gaps on the most-used quality measures, along with Social Deprivation Index data from PHATE for insight into a patient's community characteristics and social factors that may be influencing their health.
- *Patient Reported Outcomes (PRO) Platform*
Fields PRO surveys and presents collected data in an easy to access, analyze, export, and act on graphical format.

- *Reports Module*
Access and run several standard reports for use in ongoing Quality Improvement projects, for internal reporting purposes, working with payers, professional organizations, and practice management
- *MIPS Dashboard*
Dedicated MIPS dashboard provides simple interface for managing quality data and attestations to streamline MIPS reporting
- *MVP Dashboard*
Dedicated MVP dashboard provides simple interface for managing quality data and attestations to streamline MVP reporting
- *Simplified “Part IV” Maintenance of Certification for ABFM Diplomates*
Use PRIME Registry quality data for Performance Improvement Activities
- *An array of Measures to Meet Your Practice Needs*
PRIME Registry includes measures specifically selected for their relevance to Primary Care which are reviewed and updated annually. Visit <https://primeregistry.org/measures-in-prime/> for the full list.

PRIME Registry Supports Practices and ACOs with:

- eCQM reporting
- Medicare Alternative Payment Models
- APM Performance Pathway
- Merit-Based Incentive Payment System (MIPS)
- MIPS Value Pathways
- Quality Improvement
- Care Gap Tracking and Reporting
- Social Determinants/Social Deprivation Risk Scoring
- Reports to Payers

Support for a Broad Range of Practices

PRIME Registry supports all kinds of practices—not just those who need MIPS, APM Performance Pathways or other regulatory reporting. PRIME Registry’s tools and resources can also benefit practices that have joined Accountable Care Organizations (ACOs), Clinically Integrated Networks (CINs) and other associations, including practices in larger health systems.

- *Partnership for Quality Measurement-Endorsed Measures*
PRIME Registry includes around 140 measures, several of which are endorsed by PQM.

- *Easy to Access Reports Module*
The Reports module in your registry dashboard makes it easy to output the information necessary for reporting quality metrics for a variety of purposes. (Need to see *Patient Care by Measure by Insurance Payer*? We've got a report for that!)
- *User-defined Quality Dashboard Access*
You can designate a quality manager or other organization member to access your quality dashboard, further simplifying quality data management and benchmarks.
- *Group-Level Dashboard Functionality*
Create your own groups of practices, clinicians, or locations for easier performance analysis. Organize them in any way you like, by geography, specialty, designation, care team, or however best serves your needs.
- *Internal and External Role Based Controls*
For ACOs, health systems and similar groups, member practices may grant permission to external organizations to view quality performance data to simplify reporting.
- *Transparency*
With the PRIME Registry quality dashboard, administrators can view performance data at the provider/clinician level, as well as at the practice and location level, making it easier to identify which providers contribute directly to improved care.
- *Potential for Better Quality Scores*
The ease of monitoring quality scores can help you improve patient care, achieve better performance and potentially improve potential payment amount. In fact, even if your practice reports to CMS via a method other than PRIME Registry, you can ALSO report via PRIME, and CMS will use the better score.
- *In-Depth Support*
Your PRIME Registry participation comes with in-depth support from technology partner MRO for understanding quality scores, data mapping and more.

Additional Strategic Initiatives

Measures That Matter to Primary Care

PRIME Registry is an important platform for developing and testing high-value primary care measures and getting them endorsed by CMS for MIPS reporting. The PRIME Registry measure set currently includes three measures developed as part of the Measures That Matter to Primary Care initiative which are MIPS-approved, the Person-Centered Primary Care Measure (PCPCM), the Comprehensiveness of Care measure, and the Continuity of Care measure. For more information, visit <https://professionalismvalue.org/measures-that-matter/>

Research

PRIME Registry is a product of the ABFM Foundation and the Center for Professionalism and Value in Health Care (the Center). The Registry is an increasingly important research platform, enabling primary care to tell its story about the epidemiology, quality, and effectiveness of front-line practices, and attract resources to primary care sufficient to support comprehensive, relationship-rich care. More information about the Registry's research and advocacy efforts may be found on the Center website at professionalismandvalue.org.

Contacts

PRIME Registry Team at the ABFM

Email us at primeteam@primeregistry.org

Call us Monday-Friday, 9 AM – 6 PM EST at 877-223-7437 and ask for the PRIME Registry team. If we miss your call, we'll normally follow up within one business day.

You may also find useful information and contact us via our website <https://primeregistry.org>

Technology Vendor MRO

MRO support hours are from 9 AM to 6 PM EST, Monday-Friday.

Email MRO at fig_abfmcams@mrocorp.com

Call 1-240-823-4463

Key Timelines

CMS Reporting Assistance

To ensure adequate time for data gathering, mapping and validation, practices intending to utilize CMS reporting services must be enrolled **on or before October 1** of the reporting year.

Billing and Renewals

The cost of participation is \$515/per year per participating clinician NPI. *ABFM Diplomates' participation fees are paid by the ABFM Foundation for the first year.* Participation is renewed automatically each year after the QPP submission window has closed. If you do not wish to continue participation, you must notify the registry in writing at primeteam@primeregistry.org.

Please note that some EHRs will charge your practice a separate connection fee. These fees are set at the sole discretion of the EHR, and may be collected by MRO on behalf of the EHR. Contact your EHR vendor for their schedule of fees.

Communications

How You'll Hear From Us

The PRIME Registry team at the ABFM will stay in touch with participating practices primarily via email, and occasionally via phone call. Communications will include reminders about upcoming CMS deadlines, other news relevant to registry participants, special opportunities for feedback, and news or information relevant to primary care advocacy. **Be sure to add primeteam@primeregistry.org to your contact list.**

(A note about unsubscribe options: You cannot unsubscribe from CMS deadline reminders and CMS compliance related communications, but you can unsubscribe from all others.)

The PRIME Registry support team at MRO will also be in touch with you regarding your registry account, to set up measure mapping and review calls, and other customer support issues. They will contact you via email and phone.

To ensure you receive PRIME Registry communications from MRO, please add fig_abfmcams@mrocorp.com and the domain @bot.MRO.com to your contact or safe senders list. Due to the time sensitive nature of these account communications from MRO, please do check spam or junk folders for emails from MRO periodically.

How Often You'll Hear From Us

As a QCDR, PRIME Registry is required to contact participants once a quarter with reminders to check your dashboard and review your clinical quality measure performance. We'll also contact you with information we think is relevant or useful to our participants.

Working with MRO

MRO develops and manages the technology platform on which PRIME Registry runs. Each practice participating in PRIME is assigned an account representative who is responsible for:

- helping guide your practice through the initial EHR connection process
- helping assist you with the mapping of measures
- helping assist you with validating your measure data
- helping assist you with questions you may have about the data
- explaining the functionality of the dashboard and providing technical support
- assisting you with CMS reporting via your PRIME Registry dashboard

How to Get Help

Measure Level Support:

You can contact MRO with questions or problems specific to a measure right from the ticket icon to the right of the measure in the dashboard.

General Help:

Use the larger ticket icon in the toolbar on the left side of the dashboard.

Practice Account Associates:

You should be assigned a Practice Account Associate. This representative will work with you on mapping, and provide answers to your questions. You can email them directly for help, or email fig_abfmcams@mrocorp.com as well.

PRIME Team:

The ABFM PRIME Registry team is always ready to support our practices. If you have a question and aren't able to get the help you need, or have a suggestion to improve the registry experience, we're happy to assist you. Email us at primeteam@primeregistry.org and we'll get back to you quickly.

Practice Responsibility:

We want you to have the best experience!

It is extremely important that the members of your practice who will be using the dashboard try to be responsive to the MRO team's emails and phone calls so that they are able to help you with the activities listed above.

It is up to the practice to review the measures in the dashboard regularly, to alert MRO of any problems with that data, and to work with MRO to correct discrepancies or problems with the data.

When emailing your Practice Account Associate directly, it is helpful to also email fig_abfmcams@mrocorp.com as well to ensure a timely response if your rep happens to be away.

Getting Started

Enrollment

For most practices, enrollment is fairly straight forward.

Enter Practice Information

To begin, you will need to have ready:

- the NPIs of the clinicians you will be enrolling
- the practice TIN(s)

- EHR/EMR and Practice Management (PM) or Billing System information, including system name(s), version (if known) and where the system(s) are hosted (on a local server, the cloud, a server managed offsite, etc.).

Enter EHR Information

After the practice, clinician, and EHR information is entered, you will proceed to the agreements section. (See “Agreements” below)

Payment

Payment is collected after the agreements are signed.

Confirmation

Once enrollment and payment are complete, you will receive a confirmation email.

Agreements

There are two agreements that govern practice participation in the Registry: one with the ABFM and one with technology vendor MRO. Both agreements must be signed before participation enrollment is complete. A copy of these agreements is available upon request. Generally, the lead physician or chief executive of a practice should sign the agreements.

For Health Systems, ACOs, Institutions and Large Organizations

For larger organizations, institutions or health systems, an inquiry call is recommended prior to enrolling in PRIME Registry to help guide your organization, and/or its member practices, through the onboarding process. We find these calls helpful in understanding registry capabilities.

To set up a call:

- Email us at primeteam@primeregistry.org or
- Call us Monday-Friday, 9 AM – 6 PM EST at 877-223-7437 and ask for the PRIME Registry team. If we miss your call, we'll normally follow up within one business day.

For these larger entities, you will need a signatory at the organizational leadership level to sign the agreements. We are happy to provide advance copies of the agreements to organizational leadership. Access to member practice data via the Group Dashboard will require an additional agreement between the ABFM and the organization, and a data sharing consent between the organization and its member practices. These can be provided in advance for review upon request.

Establishing EHR connection

The MRO team will reach out to you, normally via email, to give you instructions for making the connection to your EHR. That connection varies slightly depending on the EHR. *You will need to work with MRO to establish the best data extraction or data transfer schedule for your practice.*

Initial Data Extract, Mapping and Initial Validation Expectations

Once connection is established, MRO will perform an initial test extract, or get a test file from your EHR and begin working with you map the data points in your EHR to the right measures. *You'll need to decide which measures you want to focus on as a practice or individual.*

MRO will contact you to schedule a series of mapping meetings. These mapping meetings will occur via a web-based conference service, usually Teams.

Dashboard Access

Once the mapping has begun and data is being pulled correctly, you'll be able to review the measures in your dashboard.

Dashboard Training

When you are given access to the dashboard, your MRO representative will give you a tour to orient you to the views, reports and features available. You can always reach out to your representative for a refresher tour, with a request to train a new administrator, or with specific questions.

Dashboard Refresh Expectations, Ongoing Data Validation

Your dashboard will be refreshed about every 30 days, normally near the end of the month. Be sure to check your measures performance regularly, and make sure the data matches your expectations.

About the Data:

What data does PRIME collect?

PRIME collects data relating to patient encounters found in the practice's Electronic Medical Record/Electronic Health Record (EMR/EHR), such as Patient Demographics: Patient Race, Ethnicity, Social History , Medication : RxNorm Codes, NDC Codes, Diagnosis codes (ICD 9/10), SNOMEDCT, CPT codes, HCPCS, Vital Signs, Plan of Care : Cessation and counselling data, Lab Results and Lab Test Data, LOINC, Patients Notes, and Insurance related data.

How does PRIME get the data?

These data are either securely extracted via proprietary software developed by MRO or are sent securely via an alternate method by the practice or the EMR vendor.

Where is it stored? Is it secure?

All data for the registry is handled in accordance with HIPAA requirements, encrypted both at rest and while in motion. All registry data is housed in the U.S. on Google Cloud Platform (GCP). Google Cloud Platform (GCP) is a FedRAMP certified, designed to

allow customers to host more sensitive workloads into the cloud by addressing their specific regulatory and compliance requirements.

Security and Compliance certification details is available at:
<https://cloud.google.com/security/compliance>

Who has access to the data?

The PRIME Registry collects, stores, and reports data on behalf of participating clinicians, taking appropriate measures where possible to safeguard it. The ABFM's technology partner, MRO, is compliant with all local and federal regulations governing these areas, including HIPAA provisions and the recently updated provisions as part of the American Recovery and Reinvestment Act/Health Information Technology for Economic and Clinical Health (HITECH) Act.

The ABFM will have access to data for Maintenance of Certification (MOC) for American Board of Family Medicine Diplomates and research purposes but will not routinely store Personal Health Information.

Clinicians can also elect to allow other organizations to receive data, measures, or other data-derivatives.

Additional Resources

Monthly Training Webinars

We host live, interactive webinars each month. Register for the date and time that best fits your schedule. We'll also contact you periodically with opportunities for special webinars featuring new features or important updates.

Scheduling Group Training

Contact the PRIME Team at primeteam@primeregistry.org to schedule additional training for your practice or practice groups.