

What's in a Name? A Lot When it Comes to BlueSelect

You may think all Blue Cross and Blue Shield insurance products are the same – especially when they have the same name, but that isn't the case with BlueSelect.

Wellmark Blue Cross and Blue Shield of South Dakota (Wellmark) offers a PPO insurance product called *Blue Select*. This product, which is distinctly different from Florida Blue's *BlueSelect* product, includes out-of-area coverage under the BlueCard® Program.

Here's What You Need to Know

A national group headquartered in South Dakota has members living in Florida. A number of the group's members have reported being turned away by Florida providers for not being in network. These Wellmark members are covered under the BlueCard PPO network and should be treated as BlueCard members.

The following ID card samples should assist with differentiating Florida Blue's *BlueSelect* plan members from Wellmark's *Blue Select* plan members. Members who are covered under Florida Blue's *BlueSelect* plans will always carry a Florida Blue ID card.

Please note: When reviewing member eligibility on the Wellmark site, you'll see *SD Blue Select* listed as the PPO network. This is a different provider network than Florida Blue's *BlueSelect*.

You may also have an old Wellmark *Blue Select* ID card on file for the member. The current Wellmark ID card does not include the *Blue Select* product name. However, all Blue Cross and Blue Shield products in the BlueCard network include the BlueCard logo – suitcase with PPO noted, as shown in the sample cards below.

Wellmark *Blue* ID Card



Florida Blue *BlueSelect* ID Card



Please be aware of these potential patients and of their BlueCard status, particularly when speaking with them over the phone, at which time they will not have the benefit of presenting an ID card.

As a reminder, Florida Blue is your point of contact for claims payment, adjustments, claim inquiries, claim status, adjustments and claim issue resolution for the BlueCard program. We encourage you to file claims and check claims status electronically through Availity^{®1}.

For questions about BlueCard claims, call the Florida Blue Provider Contact Center at 800-727-2227; select *Other* and follow the prompts for BlueCard.

¹ Availity, LLC is a multi-national joint venture company. For more information or to register, visit Availity's website at Availity.com.