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Blue Cross and Blue Shield Association

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## Improvements Made to Referral Tool for PCPs Choosing Specialists for Members

In 2017, Florida Blue and Availity<sup>®1</sup> introduced the “enhanced referral,” allowing primary care providers (PCPs) to obtain participating specialist information in real time. We received feedback on how the tool could be more effective and we have made the following improvements:

- Reduced number of taxonomy choices to make the selection process more user-friendly
- Improved search capability to give you the best matches for the zip code and specialty selected

The “enhanced referral” functionality is used for all Florida Blue products that require specialist referrals. These products currently include myBlue, BlueMedicare<sup>SM</sup> HMO and BlueMedicare HMO Plus.

### **Availity Training Demonstration**

Visit [availity.com](http://availity.com) to access the demo and see how this feature aids in the specialist referral process. Click *Help & Training > Get Trained* and search by keyword “Referral.”

We continue to strive to make your online experience faster and easier.

<sup>1</sup> Availity, LLC is a multi-payer joint venture company. Visit [availity.com](http://availity.com) to register.