We’re Increasing Support for BlueCard Medicare Advantage Members

Starting July 1, we’re offering more support to assist you with the care of your Medicare Advantage (MA) PPO patients who are insured under another Blue Cross and/or Blue Shield Plan (BlueCard®) but live in Florida.

Our additional support will be implemented via one of your most important Florida Blue Medicare resources, the Provider Link platform – where you manage the unique needs of your Florida Blue MA patients.

What you can expect:
In Provider Link, located in Availity’s® Florida Blue Payer Space, you’ll now receive consolidated information requesting closure of care and coding gaps for all your BlueCard MA PPO patients who live in Florida.

BlueCard members will be identified in Provider Link with “BlueCard” in the Network column. For example, a BlueCard MA PPO member with a care gap needing closure would display as follows:

Provider Link Screen Featuring BlueCard MA PPO Member with Care Gap

You won’t need to be in contact with any Blue Plan you’re not contracted with for the purpose of medical record retrieval for these patients. We’ll work with the appropriate Plan.

Additionally, this program change may result in greater contact with these members — whether it is through onsite visits or phone outreach — and may create better care continuity.

The BlueCard members included in this new initiative will be identified as having a member address in Florida and the following logo will be on their Blue Cross and/or Blue Shield identification cards:
As outlined in your contract with us, you’re required to respond to our requests related to BlueCard members in support of risk adjustment, Healthcare Effectiveness Data and Information Set (HEDIS\textsuperscript{2}) other government-required activities within the requested timeframe.

**HIPAA/Privacy Information**

Consistent with the Health Insurance Portability and Accountability Act (HIPAA) and other applicable laws and regulations, Florida Blue Medicare is contractually bound to preserve the confidentiality of health plan members’ protected health information (PHI) obtained from medical records and provider engagement on Stars and/or risk adjustment gaps. You’ll only receive requests from us that are permissible under applicable law and, consistent with your current practices, patient-authorized information releases are not required for you to fulfill medical records requests and support closure of Stars and/or risk adjustment gaps received pursuant to this care coordination program.

**Visit Provider Link Today**

*Provider Link* is in the provider portal in Florida Blue’s Payer Space at [availity.com](http://availity.com). Google Chrome is recommended for the best results. Your Availity administrator can grant access to the portal by checking the Provider Portal role in your user profile. Once access is granted, sign in at Availity with your existing username and password to get started.

As a reminder, *Provider Link* educational material, including frequently asked questions and a user’s guide, are in the Florida Blue Learning Center in the Florida Blue Payer Space on the Availity website. Recent *Provider Link* updates are available in news bulletins [here](#).

\textsuperscript{1}Availity, LLC is a multi-payer joint venture company. For more information or to register, visit [availity.com](http://availity.com).

\textsuperscript{2}HEDIS is a registered trademark of the National Committee for Quality Assurance (NCQA).