

The 2021 Health Insurance Marketplace is Opening Soon!

Do Not Miss Out on Potential Patients By Having Wrong Address Listed

Consumers will soon be selecting their health insurance plans on the Health Insurance Marketplace (Marketplace) for 2021. Two considerations consumers factor into their plan decision include:

- Providers are in their health plan network.
- The providers are located near them.

The provider directory on healthcare.gov is **not** the same as Florida Blue's online provider directory at floridablue.com. In our online directories, providers can list all the locations where they practice. However, on healthcare.gov, only one location per National Provider Identifier (NPI) can be listed.

Here is What You need to Know

The Marketplace pulls demographic data weekly from the National Plan and Provider Enumeration System (NPPES) for its online provider directory on healthcare.gov. The address listed in NPPES may not be where you practice. However, this is the address that appears in the directory on healthcare.gov – and what the consumer sees when researching providers. In some cases, the address appearing in the directory on healthcare.gov may be several hundred miles from where the provider actually practices.

Make sure the NPPES directory lists your preferred address to ensure consumers can locate you while researching their health plan choices. Not having the preferred address of your practice in the healthcare.gov provider directory could result in a loss of potential patients.

What You Need to Do

Providers must update their location information by September 30, 2020 to ensure their provider directory information is accurate on healthcare.gov.

The good news: It is not hard to change your NPI address online. We recommend you follow the following steps:

1. See what address is on file within NPPES

- Go to nppes.cms.hhs.gov and sign in. (The provider created this account when they initially registered their NPI.)
- Select the “Magnifying Glass” icon to view the desired NPI application.

2. Make Changes to NPI Application

- Select the “Pencil” icon to edit the desired NPI application.
- Click the *Next* button until you navigate to the page that displays the practice location.

- Update the necessary information for your current location. Be sure to check that this is the provider's primary location address.
- Once all desired information is updated, navigate to the *Submission* page. Check the *Certification Statement* box at the bottom of this page.

3. Select *Submit*

- This button will not be enabled until you check the *Certification Statement* box at the bottom of this page.

For more information on updating your address within NPPES, visit nppes.cms.hhs.gov.