



An Independent Licensee of the
Blue Cross and Blue Shield Association

January 2020

Accurate Directory Inventory is Vital to Members

Telephonic Provider Data Verification Underway

The Centers for Medicare & Medicaid Services (CMS) and National Committee for Quality Assurance (NCQA) require plans to maintain accurate online provider directories. Over the next several weeks you may receive a call to confirm the information we have is accurate. You will continue to verify your information quarterly on availability.com.

Why It's Important

The directory may be the first contact our members have with you. They want more than your name and phone number. Members want to know your specialty, certifications, office locations and hours. Most important of all, they need to know if you participate in their health plan network and are accepting new patients. Existing patients may want to know if you've expanded hours or opened new offices.

Here's What You Need to Know

The online provider directory on floridablue.com is an important part of your relationship with patients. During February, a Florida Blue representative may call during your office hours to confirm your provider data that appears in the online provider directory. The process should only take a few minutes.

If we identify incorrect information during our call, we'll correct it in our system or ask you to correct it in [Availability](http://availability.com)^{®1} depending on the data. You can always update your information through Availability. You don't have to wait for us to call.

Always feel free to call our Provider Contact Center at 800-727-2227 if you have questions.

¹Availability, LLC is a multi-payer joint venture company. For more information, visit availability.com.
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