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Blue Cross and Blue Shield Association

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Online Ratings and Reviews Can Help Members *Find a Doctor*

To help more members find in-network providers that best meet their needs, we're working to increase the number of online provider reviews. Since 2012 Florida Blue has provided a platform for members to leave provider ratings and reviews through our online provider directory, the place where many of our members begin their journey to *Find a Doctor*.

Your patients may now receive an email from Florida Blue shortly after their office visit asking them to rate their experience and provide feedback about their visit. The email will include a direct link to our online provider directory at floridablue.com.

Once a member logs into the online provider directory, they can search for their provider and offer feedback by leaving a numerical star rating, answering questions about their visit and/or writing in more detailed comments.

Ratings and reviews have become an industry standard. Not only do members want to read reviews, they expect us to provide a forum where they can view other members' experiences.

Our goal is to provide tools that empower our members to make well-informed health care decisions and better manage their care.

What You Can Do

Encourage your patients to leave feedback for other potential patients who may be looking for others who have had first-hand experience. We also suggest that you read the online reviews that are written about your practice and share this valuable feedback with your staff.



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Questions and Answers

Provider Ratings and Reviews

Why is Florida Blue expanding its Provider Ratings and Reviews program?

Reading reviews and others' opinions about their health care experiences offers valuable feedback to providers and helps other members find quality health care providers. Reviews are a way for members to evaluate and review providers, which in turn can help other members who are making health care decisions. This capability has been in place on the Florida Blue website for some time. However, we are now trying to increase the number of reviews our members --- your patients --- leave. The more reviews we collect, the more useful this information will be to everyone.

How soon after an office visit will a member receive an email?

Some members will receive an email from Florida Blue within a week following their office visit. However, there is no need to wait for the email to leave a review. Any Florida Blue member who logs into the member website can rate a provider who has treated them or a dependent.

Can members remain anonymous when leaving a review?

Yes, the first time a member posts a review, they'll need to create a screen name. This screen name can be generic, such as "surfer mom" so it does not identify them by name.

What will patients be asked about their visit?

Members can leave numerical ratings for categories like helpfulness, courtesy of staff and bedside manner. And if they want, they can include more detailed comments. The ratings and comments are shown to all registered users. Members are legally responsible for the information they post. Once information is published, the member cannot change it.

Will Florida Blue review the feedback before it is published?

Moderators review all comments and responses before they're published. Comments and responses will be removed if they cause disruption or harm to others' online experience or enjoyment or violate the Conditions of Use.

Conditions of Use

Comments that violate the Conditions of Use may be removed at our discretion. A comment may violate the Conditions of Use and be removed for any of the following reasons:

- It infringes or violates any party's copyright, trademark, trade secret, patent or other proprietary right.
- Content is unlawful, harassing, defamatory, abusive, threatening, obscene, harmful, libelous or invasive of the user's own or another's privacy.
- Posting the same comments on different provider profiles, known as spamming.
- Trying to sell a service, product or irrelevant point of view. This includes unauthorized advertising, promotional materials, chain letters, spam, junk mail or any other type of unsolicited mass email.
- Posting a message that upon our review we believe to be untrue.

What if a member leaves a negative review?

If a member has a concern about the quality of care they received, we encourage them to contact their provider's office **first** to address those concerns. If they still need help, they are encouraged to contact our member service department. If members have billing questions, we encourage them to contact the provider's billing office or our customer service department.

Questions or comments that are not related to a member's actual health care experience, such as billing concerns, will not be published.

Will I know which of my patients are leaving me ratings and reviews?

To foster an environment where members are comfortable leaving honest feedback, we encourage our members to remain anonymous by creating a screen name that does not reveal personal information.

How can providers read ratings and reviews that were written about them?

We are working to create a dashboard within our online tools that will aggregate all the reviews that are written about you. In the meantime, at the end of September, you will be able to read ratings and reviews at floridablue.com. You can click *Find a Doctor > Just Browsing?>* select a specific plan that your practice participates with and search by provider last name, location and provider type.

Can anyone rate a Florida Blue provider?

Only members of Florida Blue who are logged into the member website can post a review. In addition, members must verify that they or a dependent has seen the provider before posting a review.

Will non-members be able to see members' ratings and reviews?

At the end of September, anyone who goes to the online provider directory at floridablue.com will be able to see average ratings posted by members. However, only members who are registered are able to post a comment.