

## SimplyBlue is Expanding to Additional Counties in 2021

We developed SimplyBlue as an affordable health care option for small employer groups to purchase for their employees in certain counties. Effective Jan. 1, 2021, SimplyBlue will be available in the following counties. New counties for 2021 are in blue.

Bay	Hillsborough	Nassau	Santa Rosa
Broward	Jefferson	Okaloosa	Sarasota
Charlotte	Lake	Orange	Seminole
Citrus	Lee	Osceola	St. Johns
Clay	Leon	Palm Beach	St. Lucie
Collier	Manatee	Pasco	Wakulla
Duval	Marion	Pinellas	Walton
Escambia	Martin	Polk	
Hernando	Miami-Dade	Putnam	

### About SimplyBlue HMO

- Members must select a primary care physician (PCP) or we will assign one to them. SimplyBlue members **can visit any in-network PCP** for care. They do not have to see their assigned PCP.
- Inpatient and outpatient hospital visits require authorization.
- Out-of-network services are not covered, except for emergency or urgent care services.
- SimplyBlue HMO uses only part of our Florida Blue HMO (Health Options, Inc.) provider network. This means not all Health Options providers are in the network for SimplyBlue.

### Referrals

Important: **Referrals are not required** when your SimplyBlue HMO patient visits an in-network specialist. If you are not sure if your SimplyBlue patient needs a referral, please do not turn them away. Verify referral requirements in Availity<sup>®1</sup> at [availity.com](http://availity.com).

### Important Reminders

- Remember to ask your Florida Blue patients for a copy of their member ID card at each visit and verify eligibility and benefits electronically through Availity at [availity.com](http://availity.com). You can verify a patient's assigned PCP at [availity.com](http://availity.com) and also verify if referrals are required.

Florida Blue is an independent licensee of the Blue Cross and Blue Shield Association.

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

- To find in-network providers, please use our online provider directory at [floridablue.com](http://floridablue.com) and select **Find a Doctor**.
- For details about our health plans, including billing and authorization requirements, and member and provider responsibilities, refer to the provider manual on our website at [floridablue.com/providers](http://floridablue.com/providers) and select **Manual for Physicians and Providers**.

Please read the attached questions and answers for more information.

*We are proud to share that Florida Blue ranked #1 among health insurers for customer experience.\* You can count on us to continue providing great customer service to you, your patients and our members.*

*\*Forrester's 2020 US CX Index™ survey. See [floridablue.com/general/forrester-survey](http://floridablue.com/general/forrester-survey).*

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## Questions and Answers

### SimplyBlue HMO

#### What is SimplyBlue?

SimplyBlue is an affordable health care plan option for small employer groups.

- SimplyBlue HMO offers predictable copay, coinsurance and deductible cost share amounts.
- Although we assign members a primary care physician (PCP), they can go to any in-network PCP for care.
- Referrals to specialists are not required. However, members must select a specialist who is in the network for SimplyBlue.
- Authorizations are required for inpatient and/or outpatient services.

#### What provider network supports SimplyBlue?

- SimplyBlue uses part of our Florida Blue HMO (Health Options) PCP and specialist networks. Physicians are invited to participate in SimplyBlue based on their quality of care, efficiency, range of service and services offered.
- The SimplyBlue hospital network is similar to the hospital network for Health Options.
- All Health Options HMO providers in the counties where SimplyBlue is available can see SimplyBlue members unless they receive a letter from Florida Blue letting them know they are not in the network for SimplyBlue.

#### How can I tell if I am in the network for SimplyBlue?

- If you participate in the Health Options network and do not receive an exclusion letter from us, then you are in the network for SimplyBlue. You can check our online provider directory at [floridablue.com](http://floridablue.com) and select **Find a Doctor** to verify if you are in the network. Be sure to include the name of the health plan, **SimplyBlue**, in your search.

#### How can I identify SimplyBlue patients?

The member ID card shows the product name in the upper right corner – **SimplyBlue**. The alpha prefix is **FSO**.

#### What specialists can my SimplyBlue patients see?

Your SimplyBlue patients must visit specialists who are in the network for SimplyBlue. Out-of-network benefits are not included, except for emergency services. If your SimplyBlue patient visits a provider who is not in the network for SimplyBlue, they may have to pay the full cost of the visit.

#### How will I know if a specialist is in the network for SimplyBlue?

Please check our online provider directory at [floridablue.com](http://floridablue.com) and select **Find a Doctor**. Remember to include the name of the health plan, **SimplyBlue**, in your search request.

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### What pharmacies can my SimplyBlue patients use to fill prescriptions?

- SimplyBlue uses certain preferred pharmacies that include Publix, Walgreens, Walmart and Winn-Dixie. Your patients pay less when they use preferred pharmacies to fill prescriptions.
- Other national and regional chains and many independent pharmacies are in the network, but your patient pays more when they use them.
- Important: The SimplyBlue network does not include CVS-owned pharmacies including Target and Navarro. If a member uses a CVS pharmacy, they will have to pay the entire amount for prescriptions.

### How do I verify eligibility and benefits, and obtain referrals and authorizations for my SimplyBlue patients?

- You can verify eligibility and benefits electronically through Availity<sup>®1</sup> at [availity.com](http://availity.com). **Referrals are not required for your SimplyBlue patients.** Authorizations are required for inpatient and outpatient services. Please check the provider manual at [floridablue.com/providers](http://floridablue.com/providers) and select **Manual for Physicians and Providers**, and then **Utilization Management**.

### What if I do not request an authorization for services for my SimplyBlue patient?

If an authorization is required and one is not on file, then the services will not be covered.

### How can I verify a SimplyBlue patient's assigned PCP?

You can verify a patient's assigned PCP through Availity at [availity.com](http://availity.com).

### How do I know which SimplyBlue patients are assigned to in-network PCPs in my practice?

In-network PCPs are provided a list of assigned SimplyBlue members through Availity at [availity.com](http://availity.com). You can also use the Quality and Efficiency Reporting Tool (QERP) in Availity to identify cost, quality, utilization and administrative improvement opportunities for your practice.

### What laboratory/pathology provider is in the network for SimplyBlue?

Quest Diagnostics Inc. is our preferred in-network clinical lab provider. Dermath Diagnostics is our in-network preferred lab for anatomical pathology services.

Important: Always refer your SimplyBlue patients to a Quest Diagnostics or Dermath Diagnostics clinical lab for services whenever possible to keep their out-of-pocket costs as low as possible. Your SimplyBlue patients should use Quest and/or Dermath Diagnostics for lab services or they will have to pay the full amount for the services.

### Are in-office lab services covered under SimplyBlue?

Please refer to the list of lab services in the **Standing Authorizations** section of the provider manual at [floridablue.com/providers](http://floridablue.com/providers) and select **Manual for Physicians and Providers**. The list shows the only lab services eligible for payment when performed in the office.

### Where can I find more information about SimplyBlue?

Please refer to the provider manual at [floridablue.com/providers](http://floridablue.com/providers) and select **Manual for Physicians and Providers**.

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