Answers to Frequently Asked Questions

myBlue HMO – Information for myBlue Providers

What is myBlue HMO?

myBlue HMO is a tightly-managed, referral-based product that is targeted for highly subsidized, lower-income individual under 65 consumers who must enroll in the product online through the Health Insurance Exchange. The provider network that supports myBlue HMO will be a sub-network of our existing Florida Blue HMO (Health Options, Inc.) primary care physician network along with other providers in the Florida Blue HMO network.

What network does the myBlue product use?

myBlue HMO will include a narrow sub-network of existing BlueCare HMO (Health Options, Inc.) primary care physicians. These physicians will be gatekeepers, responsible for managing members’ utilization across the health care delivery system. Targeted primary care physicians will be identified based on several key factors including quality of care, efficiency, range of service and hospital affiliation. Primary care physicians selected to be part of the network are required to achieve specific cost and quality goals through a value based reimbursement model that includes capitation and fee-for-service (FFS) payment components. Unless agreed otherwise with providers, with the exception of PCPs, the remainder of the Health Options, Inc. network is available for myBlue product.

How is the new myBlue HMO network model different from the current BlueCare HMO (Health Options, Inc.) network model?

Existing BlueCare HMO model
The existing BlueCare HMO model requires members to be assigned a primary care physician. However, members can see any primary care physician at the primary care physician cost share amount. No referrals are required for specialists. The provider network consists of broad primary care, specialist, facility and pharmacy networks in 44 counties in Florida.

New myBlue HMO model
The new myBlue HMO model includes a sub-network of select Health Options, Inc. primary care physicians. Members are not covered if they visit non-assigned primary care doctors. Members can see primary care physicians who are part of the same physician group. However, if the physician is part of a multi-specialty group, then the member’s primary care physician still must initiate a referral for the visit.

- Primary care physicians must direct all aspects of a myBlue HMO member’s health care including referrals to specialists and ensuring approval is obtained for specialist referrals and authorizations. Referrals and authorizations can be submitted electronically through Availity® at www.Availity.com.

1Availity, LLC is a multi-payer joint venture company. For more information or to register, visit Availity’s website at www.availity.com.
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• Members must use and be referred to specialists and facilities in our myBlue HMO network or they will be responsible for all charges. myBlue HMO members are not covered for any out-of-network services.

• myBlue HMO has a limited pharmacy network comprised of CVS and Navarro pharmacies.

Who can enroll in myBlue HMO?

myBlue HMO is an individual product available for individuals under 65 years of age.

Eligible individuals can enroll in myBlue HMO online through the Health Insurance Exchange during Open Enrollment beginning Oct. 1, 2015 for a Jan. 1, 2016 effective date.

Where will myBlue HMO be available?

myBlue HMO will only be sold in the following counties: Duval, Osceola, Orange, Seminole, Pinellas, Pasco, Hillsborough, Palm Beach, Broward and Miami-Dade.

What are the responsibilities of myBlue HMO primary care physicians?

myBlue HMO primary care physicians will be responsible for managing patient care by:
• Engaging patients in wellness activities
• Coaching and counseling
• Obtaining approval for referrals and authorizations
• Ensuring appropriate utilization of medical services and referral submissions
• Developing care management treatment plans
• Reviewing reports for their assigned patient population
• Contacting all patients to ensure they have scheduled appointments
• Contacting members following hospital discharge
• Counseling patients regarding emergency room utilization and arranging follow-up visits
• Closing patient care gaps
• Reaching out to patients for preventative care as well as chronic disease management and adherence to best practices.

How will I obtain referrals and authorizations for myBlue HMO members?

You can request referrals and authorizations for myBlue members electronically through Availity at www.availity.com as you do today.

How will myBlue HMO primary care physicians be reimbursed?

Reimbursement will be fee-for-service at first. Once your practice reaches a threshold of 200 myBlue HMO patients, reimbursement will be capitated.

Does myBlue HMO include additional monetary incentives?

In addition to the fee-for-service or capitation reimbursement rates, primary care physicians will have an opportunity to earn additional reimbursement for accurate coding and medical record documentation:
• Primary care physicians will receive a $150 payment for completing a Comprehensive Quality and Health Risk Assessment form

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• The assessment form will assist you in identifying, collecting and documenting a patient’s condition as well as closing any coding or care gaps. It will also satisfy Healthcare Effectiveness and Information Set (HEDIS®) quality measures.
• A corresponding claim or encounter data must be filed with Florida Blue along with the appropriate diagnosis codes and information.
• Florida Blue will identify those myBlue HMO members on a primary care physician’s panel who are eligible for the health risk assessment. The health risk assessment may not apply to all your myBlue HMO members.
• The form can only be accessed electronically through Availity at Availity.com.

Can myBlue primary care physicians participate in the Patient Center Medical Home (PCMH)?

Yes. myBlue primary care physicians may continue to participate in the PCMH; however, if the PCP is paid through capitation, they will not receive any incentives through the Florida Blue PCMH program for such members.

Will participating in myBlue HMO change my current Health Options, Inc. Participation Agreement?

The only change to your Health Options Inc. Participating Agreement will be the compensation payable for myBlue members.

What if I need more information?

For details, refer to the myBlue manual on our website at www.floridablue.com; select the Providers tab and then Provider Manual.