

Transparency Tools--Integrated Provider Finder

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Summary

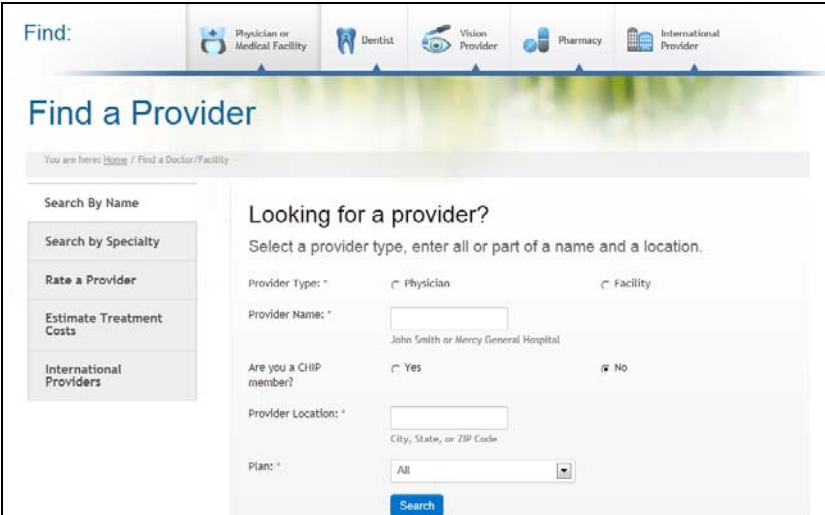
Capital BlueCross has begun launching a redesigned provider finder tool. This highly utilized tool is getting new features and functionality as we continue to improve the consumer experience. The goal of the redesign is to move to an integrated and singular tool for provider information. The new tool will house demographic information, cost, quality, patient reviews on providers, all viewable online and through your mobile device – phone or tablet. More importantly, our members get this experience all at www.capbluecross.com regardless of where in the country they may be searching.

Details

Previously, members searching for a provider would use the capbluecross.com site for doctors and hospitals within our 21 county service area and then link to the BCBSA finder for doctors outside the service area. This new tool brings all searches into our site – within the 21 counties or outside - and gives the member a complete search experience no matter where they are or where they are searching. Outlined below are several screenshots noting the new and improved functionalities that will be included in the redesign:

Provider Finder Landing Page

- Capability to search for local and national doctors/hospitals within our tool
- Ability to search by Provider Name or Provider Specialty/Type
- Rate Your Doc capability integrated (no longer a separate tool)
- Estimate Treatment Costs tab links to *MyCare Advisor* procedure search (no longer a separate tool)
- Medical, dental, vision, pharmacy provider searches all launched from tool (no longer separate tools/links)



Find:

Physician or Medical Facility Dentist Vision Provider Pharmacy International Provider

Find a Provider

You are here: Home / Find a Doctor/Facility

Search By Name

Search by Specialty

Rate a Provider

Estimate Treatment Costs

International Providers

Looking for a provider?

Select a provider type, enter all or part of a name and a location.

Provider Type: * Physician Facility

Provider Name: *

Are you a CHIP member? Yes No

Provider Location: *

Plan: *

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Provider Results Page

1. Detailed filter options – For example, a female cardiologist who speaks Korean
2. Compare provider feature – ability to look and compare doctors side by side
3. Patient reviews - Integrated read and write reviews by patient/members
4. Blue Physician Recognition (BPR) designation (see details below on what this designation means)
5. Select as Physician of Choice (HMO and POS still need to select their PCP at time of enrollment)
6. Geo tagging and Google Maps capabilities

The screenshot displays the Capital BlueCross website's 'Find a Doctor/Facility' page. At the top, the Capital BlueCross logo and tagline 'When you care more, you do more.' are visible. A search bar is present with the text 'Enter search terms...'. Below the search bar, a navigation menu includes links for 'about us', 'individual & family products', 'members', 'employers', 'producers/brokers', and 'for health professionals'. The main content area is titled 'Find a Doctor/Facility' and shows search results for 'Cardiologist within 20 miles of Gary, IN who accepts PPO Choice 1'. A 'Filter Your Search' section is highlighted with a red circle and the number 1, showing filters for 'Female', 'Korean', 'Cardiac Care', and 'Diabetes Care'. Below this, three search results are listed for 'Gregory House, MD Ontology'. Each result includes a profile icon, location, distance, hospital affiliation, and a 'Blue Physician Recognition' badge. A 'Patient Reviews' section for each result shows a star rating and a percentage (89%). A 'Compare List' on the right side of the page is highlighted with a red circle and the number 2, showing options for 'Compare 1', 'Compare 2', and 'Compare 3'. A 'Map' section at the bottom right is highlighted with a red circle and the number 6, showing a Google Map of the area around New York. Other callouts include 3 for 'Patient Reviews', 4 for 'Blue Physician Recognition', and 5 for 'Select as Physician of Choice'.

Blue Physician Recognition (BPR)

This program is designed to reinforce the commitment of Blue Plans by providing more meaningful and consistent information on physician quality improvement and recognition. Any primary care physician

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who, as of 05/10/12, was active in a national, regional, and/or local quality improvement and/or recognition program is eligible for this designation.

Provider Profile Page

- Improved provider profile information and display with searching capabilities of:
 - Summary
 - Bio
 - Reviews
 - Locations
 - Quality
- Hospital Affiliations
- Office details
- Specialties and Certifications

The screenshot displays the Capital BlueCross website interface. At the top, there is a search bar with the text "When you care more, you do more.™" and a search button. Below the search bar is a navigation menu with options: "about us", "individual & family products", "members", "employers", "producers/brokers", and "for health professionals". The main content area is titled "Find a Doctor/Facility" and includes a login/register section with fields for "Username" and "Password", and a "Login" button. The profile for Gregory House, MD is shown, featuring a profile picture, a bio with "22 years experience", a star rating of "5/5 (8 reviews)", and a "89% Recommend" badge. There is a "Select as Physician of Choice" checkbox. The profile is divided into sections: "General Information" (Gender: Male, Languages Spoken: Russian, Spanish, Accepting New Patients: Yes, Services: e-prescriber), "Specialties and Certifications" (Specialties: Internal Medicine, Cardiology, Preventative Cardiology, Dermatology; Board Certifications: Board Certified in Internal Medicine, Board Certified in Dermatology), and "Affiliations" (Hospitals: Princeton General Hospital; Group Practices: Cardiology Medical Practitioners, Mercer County Medical Arts). A "Back to Results" button is also visible.

We encourage you to take the new provider finder for a test drive so that you have firsthand experience explaining these features to our clients and members.

Questions

Contact your Preferred Agent with questions. Thank you.