

## Consumer Transparency Tools -- Search & Save Center

### Producer Communication #660

*Issued January 14, 2014*

*Updated May 21, 2014*

#### Message

Improving consumer transparency and increasing engagement are keys to increasing member satisfaction while keeping healthcare costs down. In an effort to evolve our transparency initiatives, Capital BlueCross has reorganized and added new functionality to our online provider finder tool.

The provider finder will now be the one source for local/national provider information, patient reviews (Rate Your Doc), as well as cost and quality look-up for services and procedures at different providers. The cost and quality look-up was previously housed under the separate MyCare Advisor tool. Because it is no longer a separate tool, the use of the name MyCare Advisor when referring to cost/quality functionality for groups and members has been discontinued.

The new provider finder now does more than just find providers. With its enhanced capabilities, the provider finder is now the "Search & Save Center" in marketing materials going forward and on our website, CapBlueCross.com.

#### Details

#### **Search & Save Center – Find Doctors. Compare Costs. Start Saving.**

Located within the Search & Save Center you will find the following functionality.

##### Provider Search

National and local provider information that gives the member a complete search experience no matter where they are searching in the nation.

##### Landing Page:

- Capability to search for local and national doctors/hospitals
- Ability to search by provider name and/or specialty/type

##### Results Page:

- Detailed filter options
- Compare provider features
- Quality metrics Blue Physician Recognition (BPR) & Physician Quality Measures (PQM)
- Physician of Choice designation
- Geo Tagging and Google Map capabilities

##### Rate Your Doc

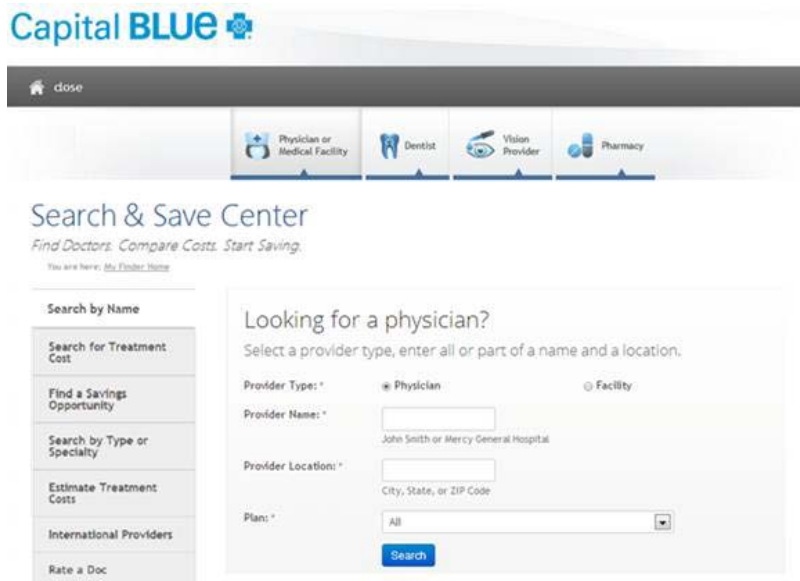
- Allows members to rate their provider experience
- Provides members with a platform to view ratings from other patients. All information shared by members through Rate Your Doc is confidential and anonymous.
- Ratings are based on: experience, recommendation, communication, availability, environment and the option to include written comments.

##### Search for Treatment Cost & Quality

Capital BlueCross members can research provider-specific, average cost ranges for services and

procedures. As part of the new functionality rollout, certain members will now also receive a real-time estimate of their specific out of pocket cost based on the accumulator/benefit details we have on file when the inquiry is made.

- The cost estimator functionality uses the standardized cost methodology calculations approved by the BlueCross BlueShield Association (BCBSA) with over 337 services.
- These enhancements make treatment cost and quality lookup a core function of the Search & Save Center and do not require links to the separate tool. As a result, CBC will no longer refer to MyCare Advisor or use the marketing name MyCare Advisor when referring to cost/quality lookup capabilities.
- *NOTE: Excludes Senior Blue HMO/PPO, FEP and Chip.*



The Employer Web Pages is being updated with the Search & Save Center verbiage.

**Search & Save Center**

**Find Doctors. Compare Costs. Start Saving.**  
Quality, cost and convenience are three factors you likely think about before making any important purchase. The *Search & Save Center* is your go-to resource to evaluate these factors when making health care decisions.

[Access Search & Save](#)

**Find a Provider**  
Find in-network doctors and facilities to help lower your costs.

**Compare Treatment Costs**  
Look up medical services and compare their most common costs, right where you live.

**Estimate Out-of-Pocket Costs**  
Get a real-time estimate on what your share of the cost may be based on your particular benefit plan.

Health care benefit programs issued or administered by Capital BlueCross and/or its subsidiaries, Capital Advantage Insurance Company®, Capital Advantage Assurance Company® and Keystone Health Plan® Central. Independent licensees of the Blue Cross and Blue Shield Association. Communications issued by Capital BlueCross in its capacity as administrator of programs and provider relations for all companies.

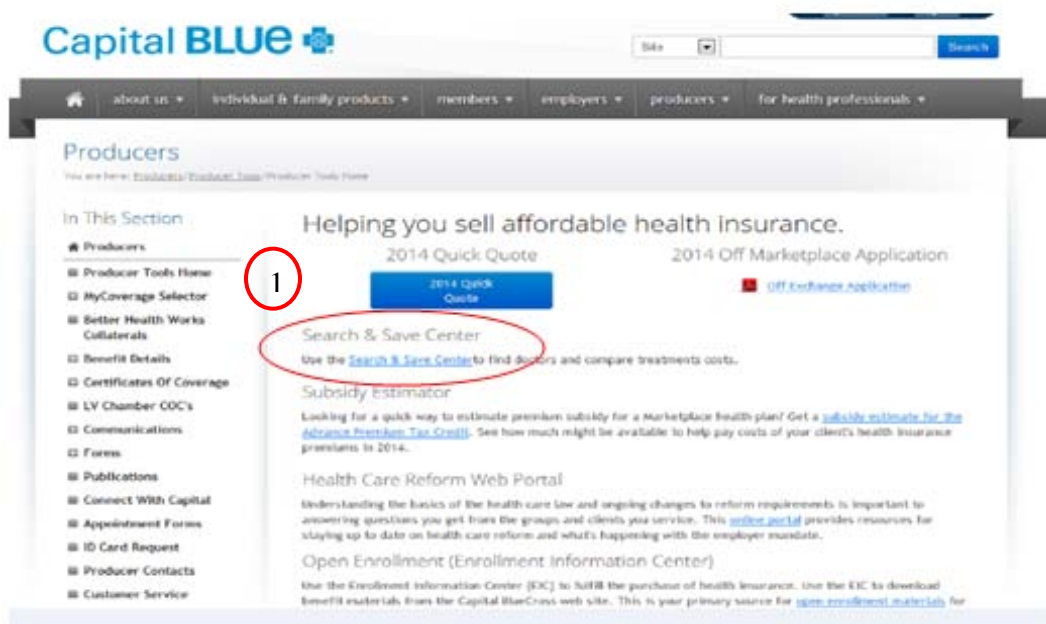
- Effective March 28, 2014, Producers will also have access to the Search and Save Center “Search for Treatment Costs” tool. Producers will no longer use MyCare Advisor to look up provider cost data.

### New search steps:

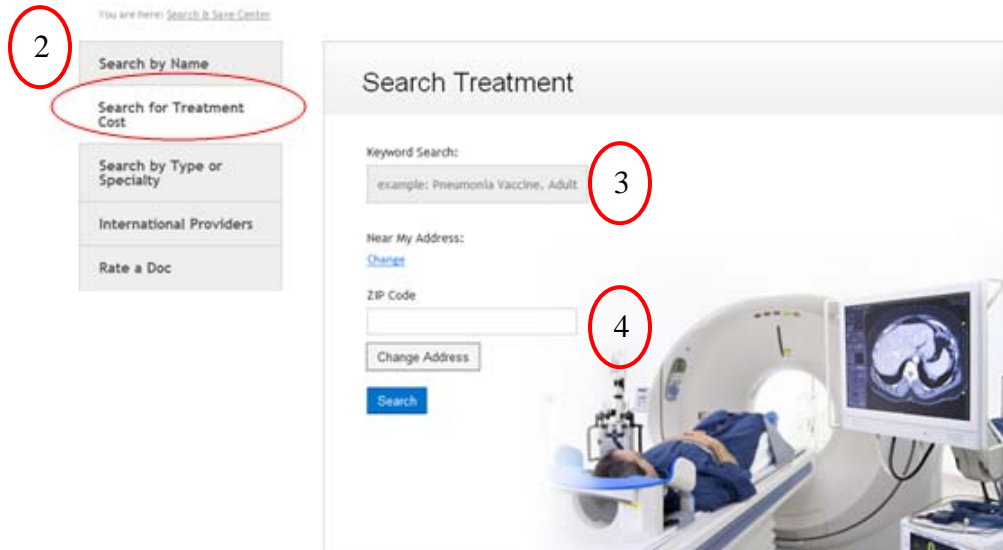
1. Select the Search and Save Center link located on the producer home page.
2. Select the “Search for Treatment Cost” tab.
3. Select the treatment category
4. Select the location zip code and search.

**When a Producer performs a search, member out-of-pocket fields will default to 100% member liability, since the search is not based on actual member data.**

Producer Tools Image 1



Producer Tools Image 2

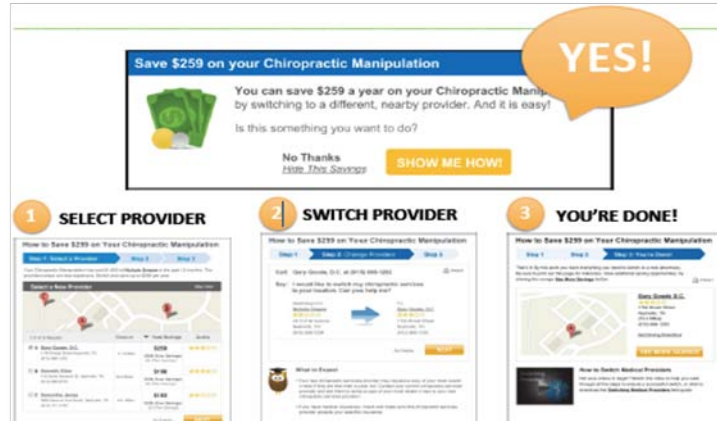


## Ways to Save Alerts™

The Ways to Save Tool proactively notifies members of opportunities to save on their most common and recurring health care services, such as chiropractic care, physical therapy and maintenance medications.

- Alerts come in the form of e-mails or text messages. Based on information received during the registration process on mycapbluecross.com
- Based on claims history, these messages guide members through a simple, three-step process (launched from the Search & Save Center) on how to act on a given opportunity, such as switching to a doctor closer to their home who charges less for the same services they currently receive elsewhere.
- Ways to Save will be offered to Individual Pre-65 and fully insured group account segments at launch, slated for May 23, 2014. An ASO pilot with a small sampling of accounts is anticipated for July 2014. ASO accounts that choose to continue with Ways to Save after the pilot will be assessed a standard ASO fee. More details will be made available at a later date.

A Ways To Save Overview (*Attachment C*) along with the image below provide you with visual references.



## Attachments

- **Attachment A** – Procedure/Service Listing by Treatment Category
- **Attachment B** – Search & Save Center Collateral
- **Attachment C** – Ways to Save Overview

## Questions

Contact your Preferred Agency with any questions. Thank you.





Capital BLUE 

WAYS TO SAVE® ALERTS OVERVIEW

MAY 23, 2014

# ALERT FACTS

Capital BlueCross will launch Ways to Save functionality on May 23, 2014. This functionality is designed to proactively notify members when savings opportunities are available for them based on their claims utilization.

## How it Works

A review of the members claim history is conducted on a monthly basis and new savings opportunities will be issued at that time.

## Services

The services reviewed for savings will include; office visit, behavioral health, physical therapy and chiropractic service.

## Sign Up

Member can receive this information on-line through the search and save center, Find Ways to Save tab and Members can opt in on [mycapbluecross.com](http://mycapbluecross.com) "Account Settings" to receive this information on email and/or text.

# START RECEIVING EMAIL AND TEXT ALERTS

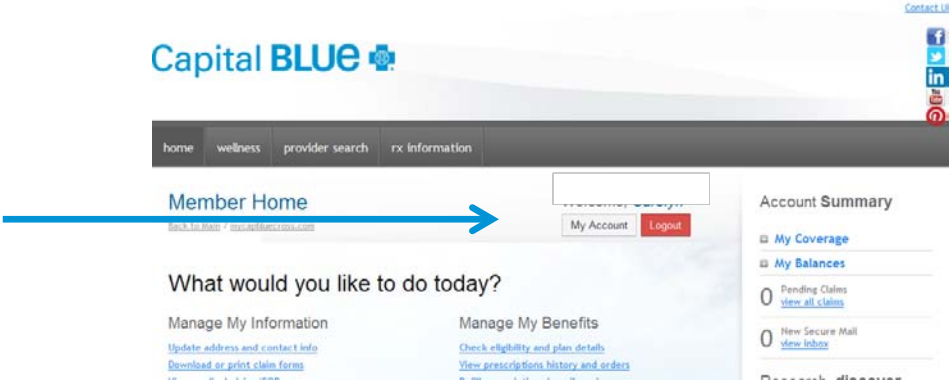
- Alerts via e-mail and text will begin late June 2014, but savings will show on the Search and Save Center on May 23, 2014.
- Once the user has opted-in to email and/or text, a monthly alert will be issued if savings are identified.
- When the user selects the link within the email or enters the web browser address from the text, they will be directed to the Search and Save Center to view savings.



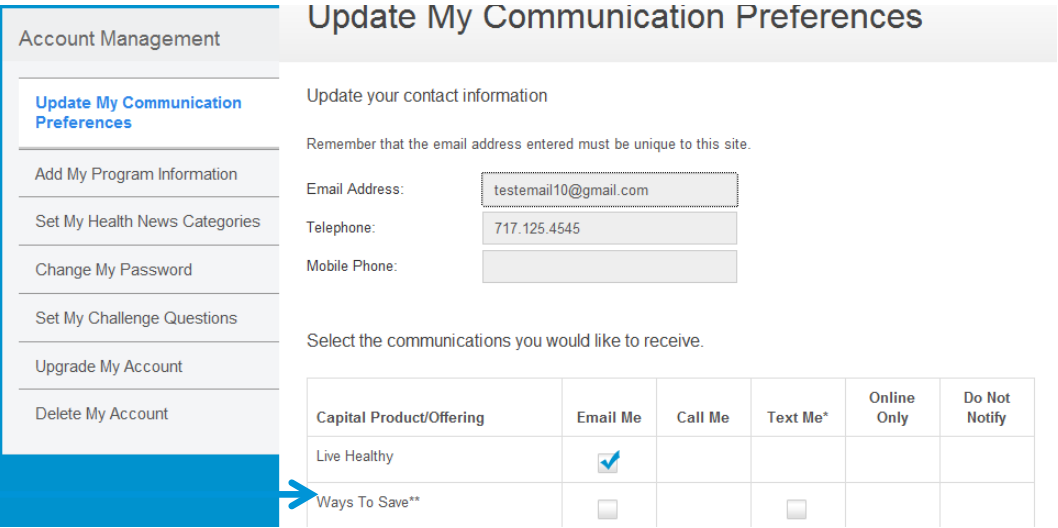


# GET SET UP FOR ALERTS

- Login to mycapbluecross.com
- Select “My Account”



- Select “Update My Communications Preferences”



- Check **Ways to Save®** Email Me and/or Text Me

# HOW TO GET STARTED

- Login to mycapbluecross.com and access the Search and Save Center

The screenshot shows the Capital BLUE website interface. At the top left is the Capital BLUE logo. On the right side, there are social media icons for Facebook, Twitter, LinkedIn, YouTube, and Pinterest. Below the logo is a navigation bar with links for 'home', 'wellness', 'provider search', and 'rx information'. A blue arrow points to the 'provider search' link. The main content area is titled 'Member Home' and includes a 'Welcome,' message with a user name input field, 'My Account', and 'Logout' buttons. Below this is a section titled 'What would you like to do today?' with two columns of links: 'Manage My Information' (including 'Update address and contact info', 'Download or print claim forms', 'View medical claims/EOBs', 'View dental claims/EOBs', and 'Request ID card') and 'Manage My Benefits' (including 'Check eligibility and plan details', 'View prescriptions history and orders', 'Refill prescription via mail service', 'Complete a preauthorization request', and 'Print out temporary evidence of coverage'). On the right side, there is an 'Account Summary' section with 'My Coverage' and 'My Balances' links, and a 'Pending Claims' section with a 'view all claims' link. At the bottom right, there is a 'New Secure Mail' section with a 'view inbox' link. The footer of the page features the Capital BLUE logo.

# CLICK...”FIND WAYS TO SAVE”

- Select the Find Ways to Save Tab and start reviewing savings.

## Search & Save Center

Find Doctors. Compare Costs. Start Saving.

You are here: [Search & Save Center](#)

Search by Name

Search by Type or  
Specialty

Search for Treatment  
Cost




 Find Ways to Save

International  
Providers

Rate a Doc

### Find Savings Opportunities

#### Top Ways to Save

Savings	Description	Highest	Lowest
\$66	Save \$66 on Family Medicine Existing Patient Preventive Visit (40-64 yrs. old) for Carolyn Woods	VIEW SAVING 	
\$37	Save \$37 on Family Medicine Existing Patient Office Visit (15 min) for Carolyn Woods	VIEW SAVING 	

[View All Savings](#)

# VIEW AND ACT ON SAVINGS

- Savings are shown to the member for all eligible services

## Search & Save Center

Find Doctors. Compare Costs. Start Saving.

You are here: [Search & Save Center](#)

Choose a Provider

Switch Provider

You're Done

Go Back

How to Save \$37 on Family Medicine Existing Patient Office Visit (15 min) for

	Provider	Distance	Savings
<input type="radio"/>	Edward Gabriel Camerino M.d. 44 Lancaster Ave Ephrata, PA 17522	3.6 miles	\$37
<input type="radio"/>	Nicole Denise Zimmerman D.o. 44 Lancaster Ave Ephrata, PA 17522	3.6 miles	\$37
<input type="radio"/>	Lorin S Hirsch M.d. 1671 Oregon Pike Lancaster, PA 17601	6.1 miles	\$32
<input type="radio"/>	Timothy E Quinn M.d. 1671 Oregon Pike Lancaster, PA 17601	6.1 miles	\$32

