



Regence BlueShield of Idaho is an Independent  
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## Frequently Asked Questions Enhanced Provider Profile November 2008

### **What is the Enhanced Provider Profile feature and when will it be released?**

The new Enhanced Provider Profile feature gives participating physicians, dentists and other health care professionals the opportunity to enhance the information presented in their individual profile pages on **myRegence.com**. This feature creates a personalized, online space to share information about your practice with prospective and current Regence patients.

Every week, thousands of Regence members use the Provider Search functionality on **myRegence.com** to look for a physician, dentist or other health care professional. The enhanced version of this tool, which will initially launch to providers on November 17, 2008, will enable Regence members to choose the provider that is right for them based on several criteria, including the provider's philosophy of care, areas of expertise, appointment availability, awards and other distinctions, as well as the patient age and gender mix of the provider's practice.

While the Enhanced Provider Profile information will be made available on **myRegence.com** as soon as the provider submits it beginning November 17, Regence will not actively notify members about this new feature until early 2009.

### **What are the benefits of enhancing my profile?**

The Enhanced Provider Profile feature was designed to meet the needs of our members while enabling you to create a personalized space to share information about your practice with prospective and current Regence patients. The following benefits are available to providers who choose to participate in enhancing their profile:

- A direct link can be added from your individual profile on **myRegence.com** to your practice Web site.
- Better alignment of patient needs with provider characteristics may result in improved provider-patient relationships.
- Online presence enables providers who do not already have a practice Web site to be more visible to the Regence member community.
- Future releases will enable members to sort, filter and compare physicians and other health care professionals based on data captured in the profiles using the **myRegence.com** Provider Search tool.

### **How do I enhance my online profile?**

If you are already registered on Regence Online Services for Providers, you will be able to enhance your profile beginning Monday, November 17. Simply click on the “Enhanced Provider Profile” link in the left-navigation column on the home page. This link will take you directly to your profile.

*Note:* If you belong to an organization with multiple providers, all users registered under your organization identification (OAID) will be able to access and update profiles. In addition, when you click on the “Enhanced Provider Profile” link you will see a listing of all the providers in your organization. You will need to select the provider profile you wish to update from the list. If there are more than 20 providers within your organization account, select the “All Providers Profiles” link to search for providers by last name.

### **What if I am not yet registered on Regence Online Services for Providers?**

If you have not yet registered for Regence Online Services for Providers, we strongly encourage you to do so. To find out how you and/or your designee can register for this free Web-based tool, please refer to the enclosed Regence Online Services for Providers flier.

### **Who can accept or make changes to my Enhanced Provider Profile?**

It is important for you to know that anyone who is a registered user of Regence Online Services for Providers within your practice will have the ability to make changes to your Enhanced Provider Profile. We recommend that you designate a specific person to be responsible for ensuring that your Enhanced Provider Profile is accurate and up-to-date. Please let all users know that only the site administrator is authorized to make changes to your Enhanced Provider Profile. If your designated site administrator has a current email address on file with Regence, he or she will receive notification of all changes to the Enhanced Provider Profile. To update your site administrator information, visit our *Provider Web Site* at [www.id.regence.com/physician](http://www.id.regence.com/physician) and click on the Regence Online Services icon.

### **Is there a way for large medical groups to update all their provider profiles at one time?**

Yes. If you belong to a large medical practice and are interested in updating all your profiles at once, rather than updating each provider profile individually, please contact your provider consultant to learn about other methods for enhancing your provider profiles.

### **What information is included in the Enhanced Provider Profile feature?**

The Enhanced Provider Profile feature contains the following four tabs representing different types of information about you and your practice:

1. Summary – This tab presents members with a high-level summary of all the information contained in the Enhanced Provider Profile feature and includes your philosophy of care and optional practice demographic information (including the age and gender mix of the patients in your practice).
2. All Locations – This tab presents detailed information on each of your practice locations (including addresses, phone numbers and hours of operation), tells members whether you are accepting new patients, and enables you to indicate a primary location.
3. Member Reviews – This tab presents any member feedback you've received to date. If you have not received any member feedback this tab will be blank.
4. More Information – This tab presents information about your qualifications (including education, board certifications, awards and designations).

### **Can both participating and non-participating providers enhance their profiles?**

The Enhanced Provider Profile feature has been designed exclusively for participating physicians, dentists and other health care professionals. We have no immediate plans to expand this feature to non-participating providers.

### **Will Regence pre-populate any information in the Enhanced Provider Profile feature?**

We will use our existing data to populate some basic information, including provider name, locations and phone numbers. If this information has changed or is inaccurate, contact your provider consultant or dental services representative and we will work with you to update or correct the information.

*Note:* Updated practice information, such as your phone number or address, is refreshed weekly on **myRegence.com**.

### **Does the Enhanced Provider Profile feature save information as it is entered or do I need to save the information as I move through the feature?**

We recommend saving periodically as you work to enhance your profile. A “time-out” function is included in the feature. Users who have had no activity on the site for 30 minutes will be automatically “timed-out”. At that point, the user will be directed to the **myRegence.com** log-in page. If that occurs, providers will need to use their Regence Online Services for Providers user name and password on that screen to resume work in the profile.

### **How will I know that my Enhanced Provider Profile data has been submitted?**

Once data has been submitted, a confirmation email will be sent to the Regence Online Services for Providers site administrator as well as to the email address that was entered into the profile.

*Note:* Enhanced Provider Profile information will be instantly posted to **myRegence.com** as soon as it is submitted.

**Can I change the practice demographic (patient age and gender mix) information in my Enhanced Provider Profile?**

Yes. You have the following three options:

1. Keep the default setting and not display practice demographic information.
2. Enter your own demographic data.
3. Use the data supplied by Regence. This data is based on Regence claims information going back 24 months and may not be reflective of your entire practice demographic. This data will automatically refresh every six months in the Enhanced Provider Profile.

**Can I change or eliminate the Member Reviews tab from my Enhanced Provider Profile?**

No. Once your patients submit member feedback about their experience with you, this tab will be populated.

**If I choose to leave one of the fields in the Enhanced Provider Profile feature blank, will that field be revealed to Regence members?**

No. If a provider chooses to leave a field blank, that field will not be displayed to members.

**What if I have questions about the Enhanced Provider Profile feature?**

If you have questions about the Enhanced Provider Profile feature, please contact your provider consultant or dental services representative. You may also email us at [providerfeedback\\_id@regence.com](mailto:providerfeedback_id@regence.com).