

Consumer Transparency Tools -- Search & Save Center

Producer Communication #660

Issued January 14, 2014

Updated November 18, 2015

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 is redesigning the online provider finder tool with a new vendor based on market research and consumer analytics. The migration and redesign is focused on giving our members a consumer friendly experience, adding additional capabilities and integrating all provider search tools to one location that will simplify the user experience.

We will launch the redesigned site on the new vendor platform with the Dental/Vision finder first and the Medical/Pharmacy finder later in late November 2015.

Details

Search & Save Center – Find Medical, Dental Vision Doctors and Pharmacies. Compare & Save.

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 1,588 services

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.

Producer Bulletin



effective July 1, 2014. Please see *Attachment A* for a list organized by treatment category.

- 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.

Producer Bulletin



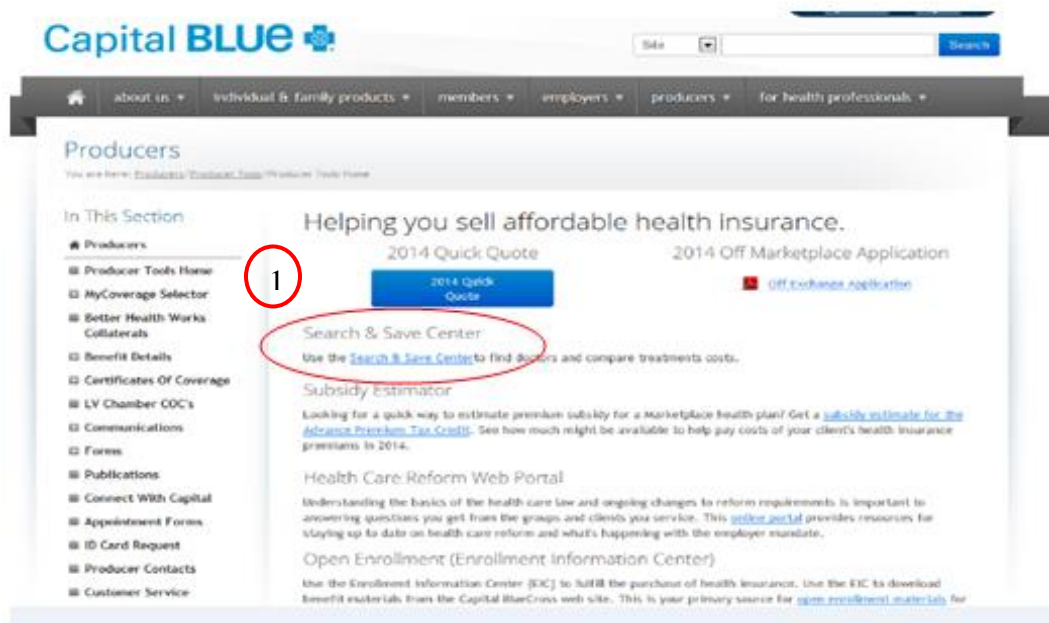
- Effective March 28, 2014, Producers will also have access to the Search and Save Center “Search for Treatment Costs” tool. Producers will no longer use MyCare Advisor to look up provider cost data.

New search steps:

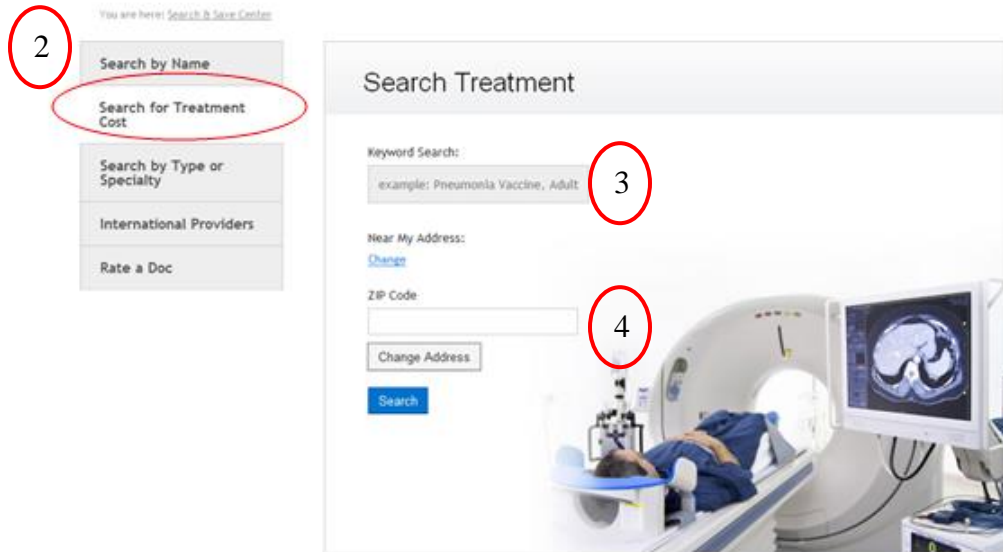
1. Select the Search and Save Center link located on the producer home page.
2. Select the “Search for Treatment Cost” tab.
3. Select the treatment category
4. Select the location zip code and search.

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



The image shows a web interface for searching treatments. On the left is a sidebar with navigation links: 'Search by Name', 'Search for Treatment Cost' (circled in red with a '2'), 'Search by Type or Specialty', 'International Providers', and 'Rate a Doc'. The main area is titled 'Search Treatment' and contains a 'Keyword Search' field with an example 'Pneumonia Vaccine, Adult' (circled in red with a '3'), a 'Near My Address' section with a 'Change' link, a 'ZIP Code' field (circled in red with a '4'), and a 'Change Address' button. A 'Search' button is at the bottom. The background of the main area features a medical scan image of a person lying on a table.

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. **Note: Ways to Save is offered to fully insured groups at no additional cost. A fee of \$.40 Per Contract Per Month (PCPM) will be applied to ASO groups who select this option.**

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

Producer Bulletin



Healthcare University™ will be discontinued effective 7/1/2016

Due to low engagement with this tool from our groups and members, Capital BlueCross will be discontinuing our Healthcare University offering July 1, 2016. This tool has been available to Capital BlueCross members since 2012, and the engagement trend has remained flat at less than 1% utilization for our book of business. See details in the bulletin related to the disengagement plan for this tool.

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.