

The Link to Our Online Provider Directory Has Changed and Other Reminders About Provider Ratings and Reviews

To improve user experience, we recently released an enhanced version of our online provider directory (OPD) on the Florida Blue website. When this enhancement was released, we also changed the directory URL. The new URL is: <https://providersearch.floridablue.com/visitor/fb/#/>.

Users can also access the new OPD by navigating to FloridaBlue.com and selecting “Find a Doctor.” Please note that during the rollout of the new OPD, certain access points and links across various sites were not updated with the new URL. **If you accessed the previous OPD prior to August 1, 2023, the OPD would not have reflected details for 2024 plans.**

While we have established a redirect from the old link to the new URL, it is important you visit the new OPD link and update your browsing bookmarks to ensure seamless access to the current directory and most up-to-date provider and plan information.

About Provider Ratings and Reviews

Members can post ratings and reviews about providers through the OPD platform. This feature is also available to members who have used the BlueCard network to access care from one of our Florida Blue contracted providers while outside their home plan’s network. A member can access the OPD and search for a provider to leave a numerical star rating, add comments, and/or answer questions about a visit.

Please encourage your patients to leave feedback, as others may be seeking insight from first-hand experience. We also suggest that you monitor the online reviews about your practice and share this valuable feedback with your staff.