

Provider Self-Service Tool: How to Manage Your Provider Record in the GuideWell Portal

All providers, health care facilities, and suppliers are required per federal regulation to regularly verify and update profile information – even if nothing has changed. Verifying and keeping profile information current each quarter helps our members find you and other in-network providers in our online directory.

Providers who do not verify or update profile information timely will be removed from our directory. Your information will not be available for members to see in our directory until the review and attestation steps listed below are completed.

Verify and update your provider record by navigating to Availity.com, clicking on Payer Spaces, then Florida Blue Payer Space. When you take these steps, you will be seamlessly directed, through a new workflow, to Florida Blue's GuideWell Provider Self-Service Portal to review and update your provider records.

What You Need to Know

The process to access, manage, and verify your profile is mostly the same. Prior to this change, you completed these steps entirely within the Availity^{®1} platform. Now, after you log on to Availity, you will complete the process outlined below within the GuideWell Self-Service Portal, which has a different look.

Updating your profile information is still easy, secure, and fast! You can complete the process individually or on behalf of your group.

To update or verify your information, you will need to be assigned the administrator role in Availity. Other users can also be assigned this role. You can learn more about this under the *Who Can Update My Profile?* section below.

Start the Directory Review to Verify or Update Your Profile:

- Log on at Availity.com.
- Click on Payer Spaces found on the toolbar.
- Select Florida Blue Payer Space. This applies even if you are a participating Truli for Health provider.
- Once there, select Access, Manage, and Verify Your Record. After this step, you will be directed to the GuideWell portal.
- Select **Yes, I want to start the Directory Review.**
- Authenticate using your provider ID number and the corresponding payee ID.
- Groups use a group ID number and group tax identification number (TIN).
Note: If your claim payee ID is your social security number/TIN, select *No*.

¹Availity, LLC is a multi-payer joint venture company. Visit Availity.com to register.

Important: Previously, you could check the **No Changes** box, but this option is no longer available. Now you will see the three sections below, tagged with red arrows. These sections require your attention (even if nothing has changed):

- Provider Information Details
 - Service Location(s)
 - Provider Staff List and Affiliations
- When you click on the left navigation, you can review and/or edit each category.
 - Be sure to click on the Submit option on the left navigation bar to complete your updates.

Who Can Update My Profile?

More than one person can update your profile as long as the individual has been assigned the Administrator role for your practice or facility. Administrators will maintain the practice/facility's profile to ensure it is always accurate. Register at [Availity.com](https://www.availity.com) and define your users (including yourself). Be sure to request the Provider Data Management (720) role for users responsible for updating your profile. This role assignment allows users to perform all functions (including provider data management).

Technical Issues?

For technical help, please contact Availity Technical Support at 1-800-282-4548.