

Attn: Providers, Health Care Facilities and Suppliers

Important Update About CMS Requirement: Access to Self-Service Portal Will Pause Until Provider Profile Information is Validated

Federal legislation* initiated last year, requires all providers, health care facilities, and suppliers to regularly verify (or update) profile information in provider directories– even if nothing has changed. Florida Blue updates provider directories **each quarter** to comply with this legislation. In addition to updating profile information, it is also important to update practitioner medical license information and a practice panel status when updating a group's profile information.

To ensure compliance with the Centers for Medicare and Medicaid requirements, we have implemented some changes. You will now need to attest that your profile information is correct before you can continue to use the self-service portal. Previously, you could access the portal's functionality, even if you were out of compliance with your provider profile quarterly update requirements. This will no longer be the case.

What You Need to Know

Starting **September 28, 2023**, if you have not validated your provider profile information by each quarterly deadline via the provider self-service portal accessed in Availity^{®1}, **you will not be able to advance in the portal**. Non-compliance will also prevent you from being displayed in our online provider directories.

Why it is Important to Update Your Provider Profile Each Quarter

Keeping profile information current helps Florida Blue members find **in-network** providers in our directories. If provider, health care facility and supplier information is not updated timely, **it will be removed from our directories, as required by law**. This requirement applies even if profile information has not changed. Providers, health care facilities and suppliers who do not verify or update profile information will be removed from our directories and added back when the required information is received. Full provider access to the self-service portal will also resume once the attestation is complete.

Updating Your Information Is Easy, Secure and Fast!

You can complete the process individually or on behalf of your group. To update or verify your information, you must be assigned the administrator role in Availity. Additional users can also be assigned this role. You can learn more about this under the **Who Can Update My Profile?** section below.

If you are not using Availity today, we strongly encourage you to start using it now to verify or update your directory information.

¹Availity LLC is a multi-payer joint venture company. For more information or to register, visit Availity.com.

HMO coverage is offered by Truli for Health and Florida Blue HMO, affiliates of Florida Blue. Florida Blue offers health insurance. These companies are independent licensees of the Blue Cross and Blue Shield Association. Florida Blue Medicare is an independent licensee of the Blue Cross and Blue Shield Association.

Start the Directory Review to Verify or Update Your Profile:

- Log on at [Availity.com](https://www.availity.com).
- Click on **Payer Spaces** located 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**.
Note: After this step, you will be seamlessly directed to the GuideWell portal to complete the remaining steps.
- Select **Yes, I want to start the Directory Review**.
- Authenticate using your provider ID number and the corresponding Payee ID.
- Groups use their group ID number and group tax identification number (TIN).
Note: If your claim payee ID is your social security number/TIN, select no.
- Complete the three sections below tagged with red arrows:
 - 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.

Complete the Review:

- Access the red highlighted sections (expand each red section).
- If you have other updates, please add them.
- Once completed, choose **Attest and Submit**.

Stay Informed and Update Your Phone Number, Fax Number and Email Address:

- Access **Communication Preferences** Topic.
- Add an email address and select **Administrator** (as type).
- Update Preferred Communications (Phone Number and Email Address).
- Update Critical Communications (Phone Number, Email Address and Fax Number).
- Click the box, **I have reviewed and confirmed the above information**.
- Attest the information by entering the submitter's name.
- Click **Submit Form**.

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 handle maintaining the accuracy of a practice/facility's profile. 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 supporting your profile. This role assignment allows one to perform all functions (including provider data management).

Additional information and Technical Questions

Please refer to the Questions and Answers below for more information.

*HR. 133 Consolidated Appropriations Act, 2021, Section 116, Provider Directories

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Frequently Asked Questions

Updating or Verifying Your Profile Information

What if I am not registered with Availity?

Availity is used to access our self-service portal to update and/or verify/attest provider information. You must be registered at Availity.com to conduct the Florida Blue provider data attestation process where you update and/or verify your profile information.

How often do I need to attest my provider data is accurate?

Florida Blue uses calendar quarters. This means you must complete an attestation each calendar quarter – four times a year:

- Quarter 1 = January 1 - March 31
- Quarter 2 = April 1 - June 30
- Quarter 3 = July 1 - September 30
- Quarter 4 = October 1 - December 31

If you are out of compliance, **you will not be able to move forward** in the self-service portal in Availity.

Why do you require providers to attest their profile data is accurate?

It is a federal legislation requirement for providers, health care facilities and suppliers to remain listed in online provider directories. Florida Blue is required to comply with federal legislation. It also helps members know which providers are in-network for the member's plan.

What happens if I do not attest each quarter?

Providers, health care facilities and suppliers who do not complete an attestation within each calendar quarter will be removed from our provider directories beginning the first day of the following quarter. Here is an example:

Quarter 2: April 1 – June 30

Attestation was not received from Dr. ABC by June 30. His profile information will be removed from our provider directories on July 1.

If my information is removed from Florida Blue online provider directories, what do I need to do to be added back to the directories?

Simply go to Availity.com to complete the required attestation. Once completed, provider information should appear in our directories again within 48 hours of your attestation.

Does this apply to all health plans?

Federal legislation affecting provider data in online provider directories applies to all commercial health plans. It does not apply to Medicare health plans at this time.

Does the attestation requirement for profile information apply only to physicians?

No. It applies to all providers, health care facilities and suppliers.

What if I need technical support with my attestation?

If you need technical support for verifying or updating your profile information, please call Availity at **1-800-282-4548**.

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