

Summary

Members will find the next round of online provider directory enhancements when they log in. These include a personalized provider quiz, adding condition-based search to the smart search capability, displaying providers' sub-specialty on provider details pages and more. This article describes how we're working to update data on the OPD and details and screenshots for what members will see.

Details

OPD Enhancements to Ensure Up-to-Date Details

One major customer pain point has been inaccurate provider data, such as provider phone numbers, locations and panel statuses. Over the past year, we've implemented many new processes in order to ensure the most accurate data shows in the OPD. These new processes will ensure that when you or a member review the OPD, you can be confident that the data is accurate. We're improving provider data accuracy by doing the following:

- Evaluating provider demographic data against public information to identify data discrepancies and then working back with the providers to ensure our data is corrected.
- Verifying claims activity and remove providers who have no claims activities for extended periods of time from showing in the OPD.
- Validating and updating demographic details, such as phone number and address, when a provider's office calls the provider contact center.
- Adding controls in the provider self-service tools to prevent data entry errors.
- Reviewing and updating PCP panel statuses
- Processing all network changes prior to October 1 (adds/changes/terms) to ensure the network details are as final as possible headed into OEP.

Member OPD Enhancements

Personalized Doctor Match

- **Segments:** Most Groups (Not available for ASO groups, Medicare at this time)
- **Platforms:** Florida Blue member website and mobile app OPD (must be logged in)
- **What:** On the main search page, members will see a new section that says, “**Looking for a doctor? We can help.**” They can click a button to take a short five-question quiz about what type of provider they need, the location they want to search and what type of appointment they need. They'll be presented with a personalized list of providers that best match their needs. If they prefer, they can save the provider to their **My Saved Providers** page for future reference. In this new design, the virtual visit information with **Get Started** button is now alongside the new match feature. Here are screenshots of the new experience. Agents can encourage members to use this process.

OPD Landing Page

The image shows a composite of three screenshots from the Florida Blue member website. The top screenshot is the OPD Landing Page, featuring the Florida Blue logo, a navigation bar with links like 'Claims & Expenses', 'My Plan', 'Tools', and 'Health & Wellness', and a 'Find A Doctor & More' section. A blue banner with a coronavirus notice is visible. Below the banner, there are two tabs: 'Find a Doctor' and 'My Saved Providers'. The bottom-left screenshot shows the 'Looking for a doctor? We can help.' section with a red arrow pointing to a 'Take the Quiz' button. The bottom-right screenshot shows the 'Quiz Flow' interface, which is a multi-step quiz titled 'Find A Doctor & More'. The first step is 'Provider Type', with options for 'A Primary Care Doctor' (selected) and 'A Specialist'. The second step is 'Location'. The third step is 'Language'. The fourth step is 'Gender'. The fifth step is 'Hours'. The quiz is currently on Step 1/5.

Sample Doctor Match Results

Note: The member can start a new search from this page, if desired.

Florida Blue

Currently Viewing Your: Health: H2

Message Center

My Account

Claims & Expenses ▾ My Plan ▾ Tools ▾ Health & Wellness ▾

Find A Doctor & More

Need Help ?


[Back to Find a Doctor Search](#)

[Start a new match search](#) [Edit your match search](#)

Your Best Matches

Email Save/Print

5/5 Match



★★★★★
(164 Reviews)

[YOUNG, GEORGE M., MD](#)
Primary Care Physician
Gender: Female
Doctor Speaks: English, Spanish
[Add to My Providers](#)

Lopez Family Care


1658 St Vincent St, Suite 230
Jacksonville, Florida 32068

2.04 miles

Office Hours: Weekends

[Book Appointment](#)

3/5 Match



★★★★★
(164 Reviews)

[CAMACHO, GEORGE, MD](#)
Primary Care Physician
Gender: Male
Doctor Speaks: English
[Add to My Providers](#)

Baptist Family Care


1658 St Vincent St, Suite 230
Jacksonville, Florida 32068

2.25 miles

Office Hours: Weekends

[Book Appointment](#)

2/5 Match



★★★★★
(164 Reviews)

[KHANNA, PRADEEP, MD](#)
Primary Care Physician
Gender: Male
Doctor Speaks: English
[Add to My Providers](#)

Lopez Family Care

1658 St Vincent St, Suite 230
Jacksonville, Florida 32068

2.25 miles

Office Hours: Weekends

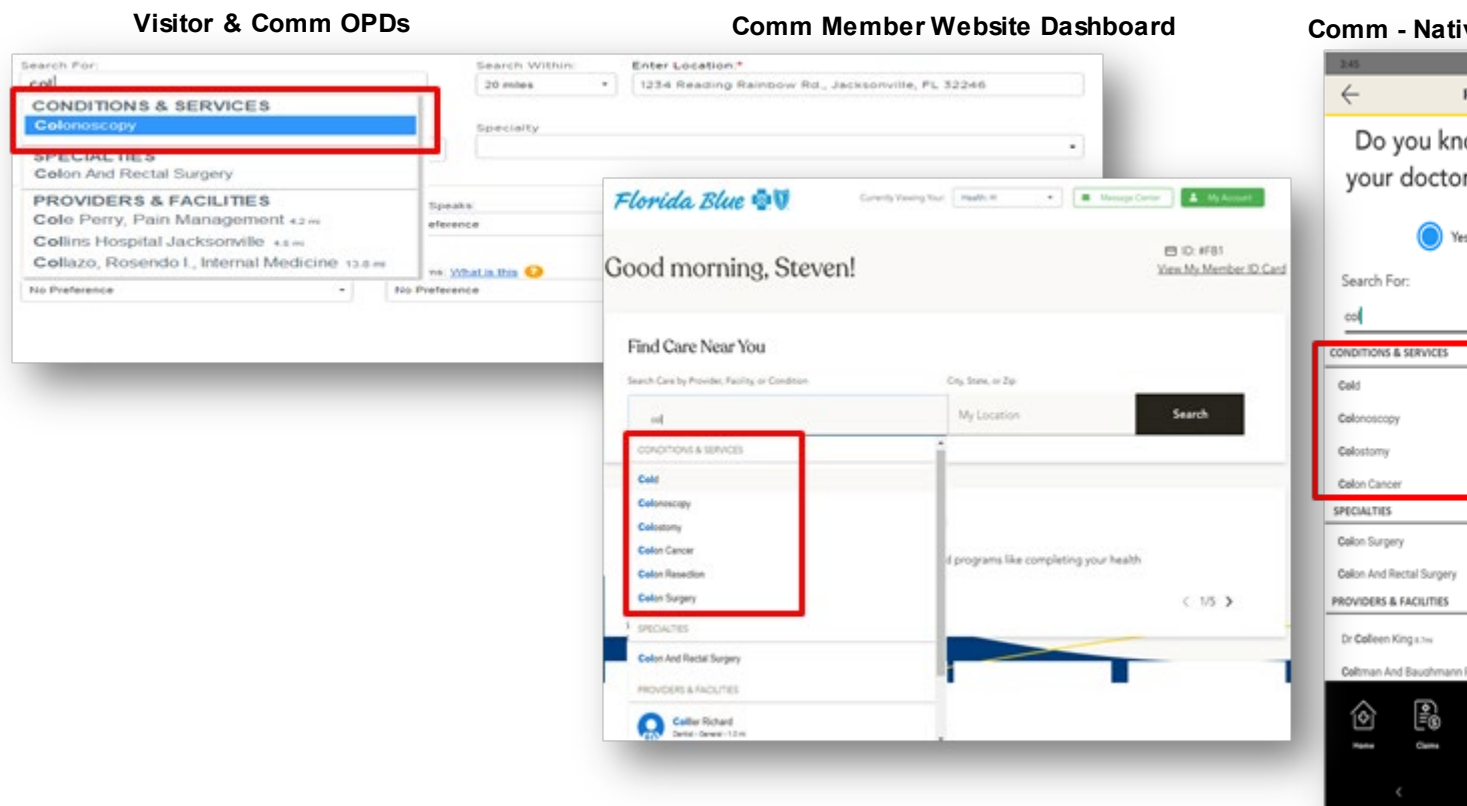
[Book Appointment](#)

[See All Matches](#)

Conditions-Based Search and Displaying Provider's Sub-Specialty

- **Segments:** All Segments
- **Platforms:** Florida Blue member website, visitor OPD and mobile app
- **What:** Now, members can search for a provider based on the relevant conditions they have or specific services they need, like a colonoscopy or mammogram, for example. Also, the provider's sub-specialty will show in their provider details page.

Smart Search Results Example for Colonoscopy



Link to Cost Estimator Tool from Colonoscopy Search

- **Segments:** All Segments
- **Platforms:** Florida Blue member website
- **What:** For colonoscopy-related searches, a banner will now take the member from the condition-based search results the medical cost estimator tool with just one click. This will be integrated with smart search, which suggests words based on what the member starts to type. We'll continue to add the banner to other search results as we move forward. For now, the banner will appear for searches including:
 - Colonoscopy

- Colonoscopy with Poly Removal
- Colonoscopy—Preventive Screening
- Colon Surgery
- Colon Resection
- Colon Cancer
- Biopsy—Colon

Banner Showing Link to Cost Estimator Tool


Find A Doctor & More Need Help ?

You Searched For Provider: All Specialty: All Range: 20 Location: 376 El Greco Dr, Osprey, FL 34229

[Refine Search Criteria](#) [Start a New Search](#)

10 of 45 Search Results [Email](#) [Save/Print](#)

Would you like a cost estimate for a Colonoscopy?
[Click here](#) to view and compare cost options based on your benefits. X

Name/Summary	Location Information	Distance	Programs
 AGNELLO, KATIE R., MD FLORIDA DIGESTIVE HEALTH SPECIALISTS LLP Gastroenterology Accepting new (all) patients Sees Patients: All Ages	825 VENETIAN PKWY VENICE, FLORIDA 34285 Phone: (941) 483-5730	5.65 miles Map Location	<ul style="list-style-type: none"> Physician Discount

Sub-Specialty Displayed on Provider Details



Current State Results – Specialty Only

You Searched For Provider: Specialist Specialty: Cardiology / Cardiovascular Disease Range: 20 Location: 32216

[Refine Search Criteria](#) [Start a New Search](#)

10 of 347 Search Results [Email](#) [Save/Print](#)

Reminder: The results through this search are for browsing purposes only. Participating providers can change depending on the plan type. For the providers listed here, if you click [View Accepted Plans](#), you can see which plans that provider participates in. Always call to be sure that the provider is in a plan's network before making an appointment.

Name/Summary	Location Information	Distance	Accepted Plans
 SALAMAN, WISDOM, MD Cardiology / Cardiovascular Disease Doctor Also Speaks: Arabic Sees Patients: All Ages View Details	6444 BEACH BLVD JACKSONVILLE, FLORIDA 32216 Phone: (904) 805-9600	1.51 miles Map Location	View Accepted Plans
 BAPTIST HEART SPECIALISTS Cardiology / Cardiovascular Disease View Details	3225 UNIVERSITY BOULEVARD S JACKSONVILLE, FLORIDA 32216 Phone: (904) 399-1071	1.87 miles Map Location	View Accepted Plans



9/26 State Results – Specialty & Sub-Specialty Description Displayed

You Searched For Provider: Specialist Specialty: Cardiology / Cardiovascular Disease Range: 20 Location: 32216

[Refine Search Criteria](#) [Start a New Search](#)

10 of 346 Search Results [Email](#) [Save/Print](#)

Reminder: The results through this search are for browsing purposes only. Participating providers can change depending on the plan type. For the providers listed here, if you click [View Accepted Plans](#), you can see which plans that provider participates in. Always call to be sure that the provider is in a plan's network before making an appointment.

Name/Summary	Location Information	Distance	Accepted Plans
 SALAMAN, WISDOM, MD Cardiology / Cardiovascular Disease Interventional Cardiology Doctor Also Speaks: Arabic Sees Patients: All Ages View Details	6444 BEACH BLVD JACKSONVILLE, FLORIDA 32216 Phone: (904) 805-9600	1.51 miles Map Location	View Accepted Plans
 BAPTIST HEART SPECIALISTS Cardiology / Cardiovascular Disease Interventional Cardiology View Details	3225 UNIVERSITY BOULEVARD S JACKSONVILLE, FLORIDA 32216 Phone: (904) 399-1071	1.87 miles Map Location	View Accepted Plans

Current State Details – Specialty Only

Find a Doctor & More [Change Plan](#)

[Back](#)


GREENE, TREVOR O., MD
 Cardiology / Cardiovascular Disease
 Interventional Cardiology
 Accession

[Email](#) [Save/Print](#)
 Provider # 37706
 NPI # 030759807

0.0 ★ ★ ★ ★ (0 Reviews)
[See Patient Reviews](#) [Rate this Provider](#)

9/26 State Details – Specialty & Sub-Specialty Description Displayed

Find a Doctor & More [Change Plan](#)

[Back](#)


GREENE, TREVOR O., MD
 Cardiology / Cardiovascular Disease
 Interventional Cardiology
 Accession

[Email](#) [Save/Print](#)
 Provider # 37706
 NPI # 030759807

0.0 ★ ★ ★ ★ (0 Reviews)
[See Patient Reviews](#) [Rate this Provider](#)

Add “Physician Extenders” to PCP Provider Types

- **Segments:** All Florida Blue Segments
- **Platforms:** Florida Blue member website, visitor OPD and mobile app
- **What:** Select physician assistants (PAs) and Advanced Registered Nurse Practitioners (ARNPs) will also show in a search for PCPs. This will also show as such in SalesConnect.

Visitor & Comm OPDs

Florida Blue

Find a Plan Find a Doctor Find a Location Member Login

Find a Doctor & More

You Searched For **Provider: Primary Care** Specialty: All Range: 5 Location: 33617

Refine Search Criteria Start a New Search

10 of 228 Search Results

Name/Summary	Location Information	Distance	Accepted Plans
 COWGILL, DAYMI, MD HEALTH HOLDINGS COMPANY, LLC General Practice Doctor Also Speaks: English, Spanish Sees Patients: 18 years - 130 years of age View Details	5035 E BUSCH BLVD STE 1A 1B TAMPA, FLORIDA 33617 Phone: (813) 988-4400	0.09 miles Map Location	View Accepted Plans
 DE ARMAS, KARINA, PA SANITAS WEST FLORIDA Physician Assistant Medical View Details	Statewide Provider TEMPLE TERRACE, FLORIDA 33617 Phone: (855) 665-4827	0.38 miles Map Location	View Accepted Plans
 FLORIDA FAMILY PRIMARY	1151 N 56TH ST S	0.51 miles	View Accepted Plans

Comm - Native App OPD

Find Care

Full List Saved Providers

Please Note: Your inquiry resulted in a very large list of providers. For now, we have limited your display to only the first 300 providers.

DE ARMAS, KARINA, PA
Physician Assistant
Statewide Provider,
TEMPLE TERRACE, FLORIDA
33617
(855) 665-4827
0.38 miles

Call Directions

DE ARMAS, KARINA, PA

Advanced Search Map View

Home Claims My Plan Find Care Wellness

Additional Provider Groups Added to Online Appointment Scheduling Functionality

- **Segments:** Group (Not available for Medicare at this time)
- **Platforms:** Florida Blue member website and mobile app
- **What:** We're continuing to add provider groups to the popular online appointment scheduling tool! There's no change to how appointments are booked—just click the button that says Book Appointment. We've added the following provider groups across the state:
 - 64 Additional Sanitas South Florida providers
 - Millennium Physician Group LLC
 - The Medical Group of South Florida, Inc.
 - Lowell F Clark MDPA
 - Premier Medical Associates All Florida LLC

Panel Status Update for Providers Not Accepting Patients

- **Segments:** All Segments
- **Platforms:** Florida Blue member website, visitor OPD and mobile app

What: The panel status has been changed from Not Accepting New Patients to say Not Accepting Patients. This change was made to clarify the status, as these providers are not accepting any patients, whether you're a past patient or not. Their panels are closed. Anyone who is currently with them can continue to see them, but new sale members including Medicare age-in and sales from competitors cannot. They are technically in-network so they must be shown, but they are not accepting patients.

Update within Search Filters

Find a doctor by name in your area or search for doctors, dentists, and other specialists that participate in Florida Blue networks. Also find medical facilities such as hospitals, urgent care centers and imaging centers as well as pharmacies and other types of providers.

Search For: Search Within: Enter Location:

Provider Type: [What is this](#)

- No Preference
- Accepting new (all) patients
- Accepting Current Patients Only
- Accepting Family members of current patients only
- Not Accepting Patients**
- No Preference

Specialty:

Doctor Speaks: Staff Speaks:

Programs: [What is this](#)

Office Hours:

[Search Now](#)

Update within displayed Panel Status on Results & Details

You Searched For: Provider: All Specialty: All Range: 50 Location: Jacksonville, FL 32246

[Refine Search Criteria](#) [Start a New Search](#) [Email](#) [Save Print](#)

10 of 40 Search Results

Name/Summary	Location Information	Distance	Programs
 CENATUS, HERVE J., MD View Profile Not Accepting Patients View Details Add to My Providers	7406 FULLERTON ST SUITE 200 JACKSONVILLE, FLORIDA 32206 Phone: (904) 793-7050	8.83 miles View Location	<ul style="list-style-type: none">Patient-Centered Medical HomePhysician DiscountTotal Care

CENATUS, HERVE J., MD

Family Practice
(800) 793-7050
Provider # 147110
NPI # 1467638940

[Email](#) [Save Print](#)

[See Patient Reviews](#) [Rate this Provider](#)

[Add to My Providers](#)

Contact Information & Locations

7406 FULLERTON ST
SUITE 200
JACKSONVILLE, FLORIDA 32206
(800) 793-7050
[View Location](#)

Gender: Male

Not Accepting Patients

Office Hours

(Please verify hours with this office.)

Day	Hours
Monday	08:30 AM - 05:00 PM
Tuesday	08:30 AM - 05:00 PM
Wednesday	08:30 AM - 05:00 PM
Thursday	08:30 AM - 05:00 PM

To view more information about this provider at The Florida Department of Health, please [click here](#).

For information about Board Certification, visit [American Board of Medical Specialties](#).

GUIDEWELL

Update within Search Filters

3:47 Find Care

☐ Different Location

Search Distance: 20 mi

Doctor's Gender:

☒ Any ☐ Male ☐ Female

Accepting New Patients: No Preference

Office Hours: Only

Language Select: Accepting Family members of current patients only

Doctor Speaks: Not Accepting Patients

Staff Speaks: No Preference

Programs: No Preference

Home Claims My Plan Find Care Wellness

Update within displayed Panel Status

3:47 Find Care

Full List Saved Providers

CENATUS, HERVE J., MD

Family Practice

7406 FULLERTON ST, SUITE 200
JACKSONVILLE, FLORIDA
32256
(800) 793-7050

5.24 miles

Not Accepting Patients

Call Directions

PATEL, DINESH D., MD

Pulmonary Medicine

7807 BAYMEADOWS RD E, STE 209
JACKSONVILLE, FLORIDA

Advanced Search Map View

Home Claims My Plan Find Care Wellness