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Overview

Enhanced Provider Data is designed to help independent physicians and practitioners strengthen their Blue Cross provider directory listing by offering the option to include additional, personalized information to help patients seeking care better understand you and your practice, including:

- A recent photo
- Languages spoken
- Your philosophy of care
- A link to an online video
- An online booking URL

Only independent physicians and practitioners will be able to access Enhanced Provider Data

If you're affiliated with a health system, your provider directory data may already include these enhanced data points, and you will not be able to modify or add information using the Enhanced Provider Data tool. Health systems providing enhanced data on behalf of their physicians participating include:

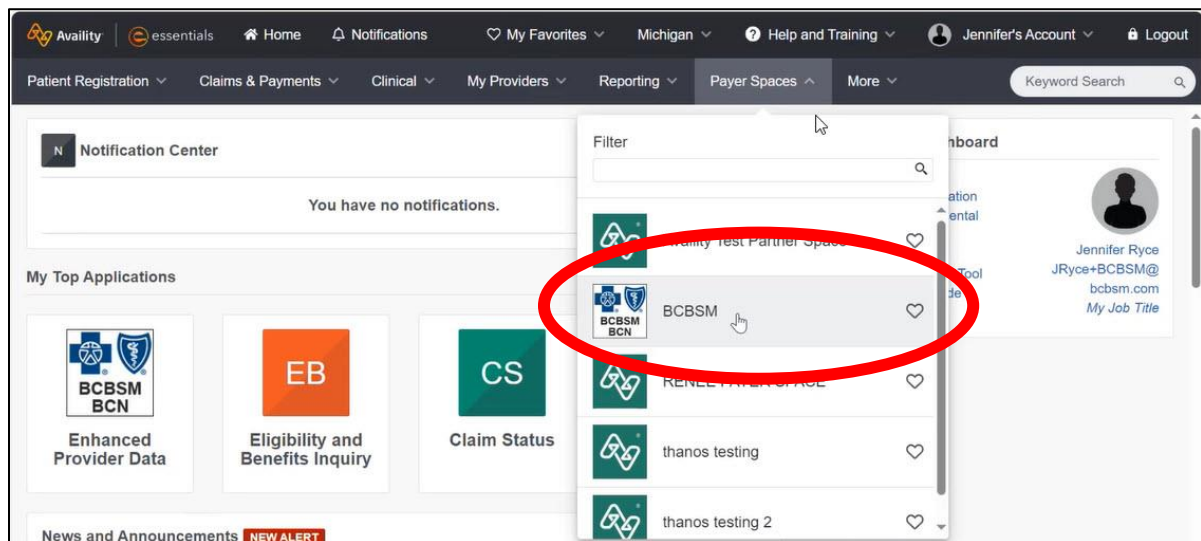
- Beaumont Health
- Beacon Health System
- Corewell Health
- Bellin Health

If your health system is not listed and you're not sure whether or not it participates, you can send an inquiry to providersearch@bcbsm.com.

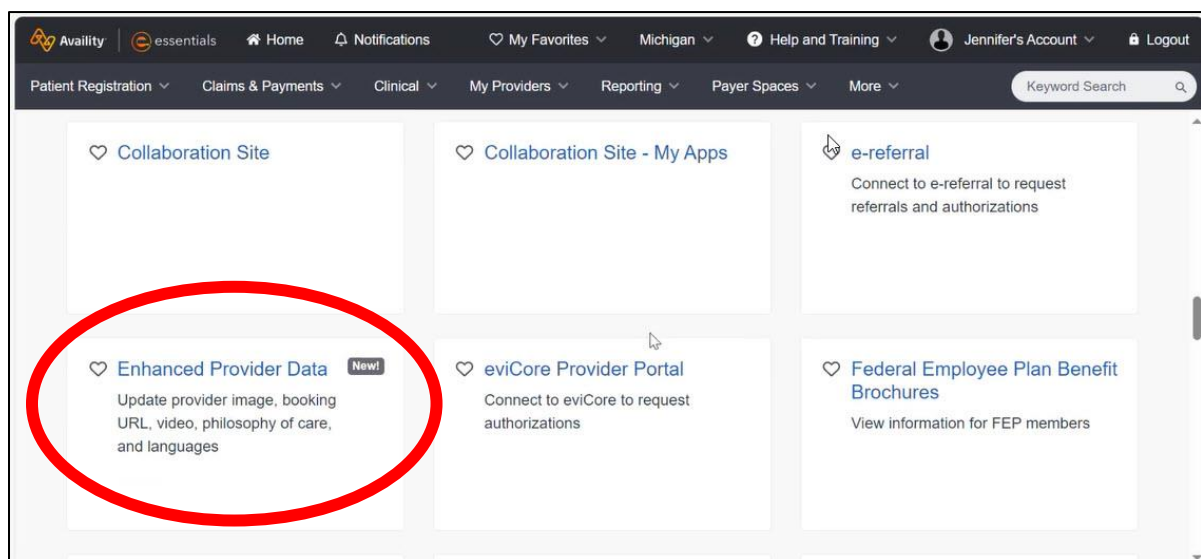
How to use the Enhanced Provider Data online tool

Follow these steps to add or modify information on your Blue Cross provider directory listing.

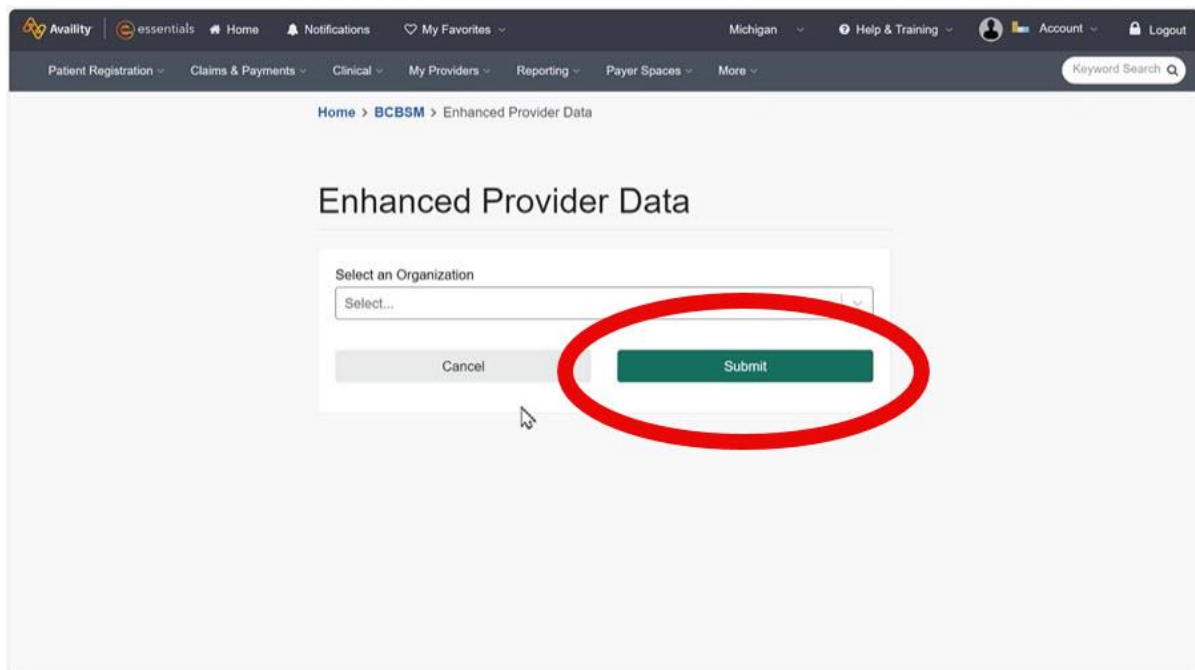
1. Log in to our provider portal (availability.com).
2. Click *Payer Spaces* on the menu bar and then click the BCBSM and BCN logo.



3. Under the *Applications* tab, click on the *Enhanced Provider Data* tile.

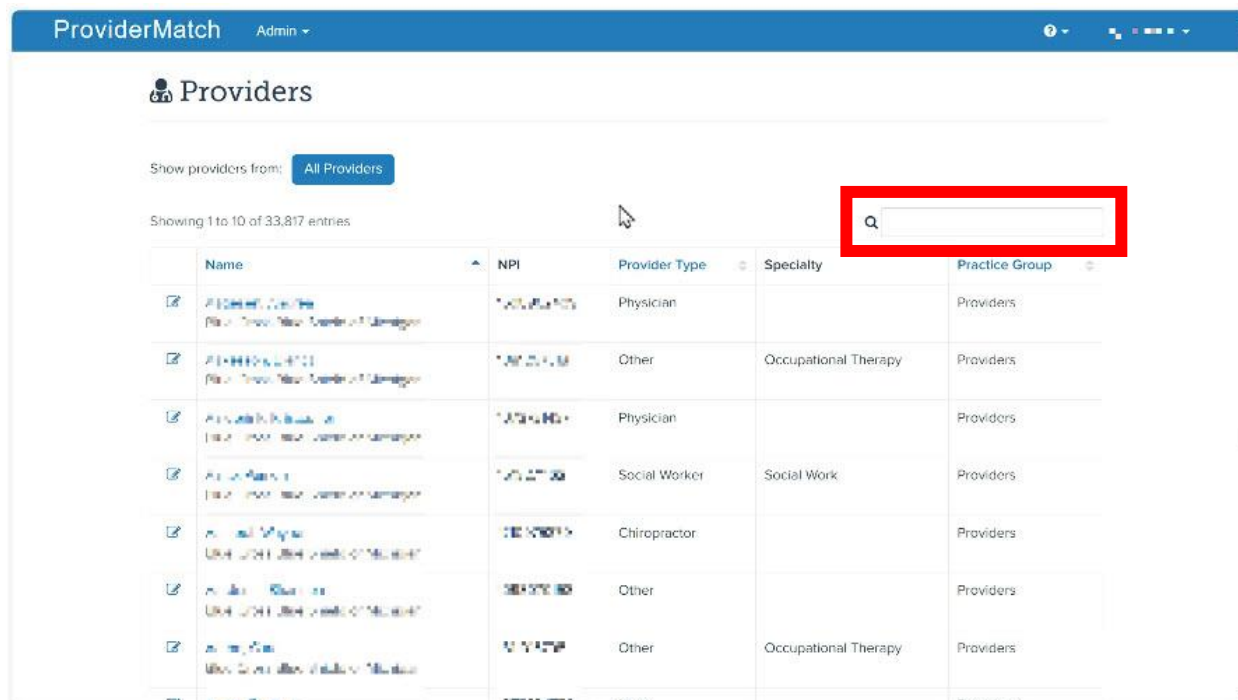


4. Click *Submit* to continue.



The screenshot shows the 'Enhanced Provider Data' form. At the top, there is a navigation bar with links like 'Availity', 'essentials', 'Home', 'Notifications', 'My Favorites', 'Michigan', 'Help & Training', 'Account', and 'Logout'. Below the navigation bar, there is a breadcrumb trail: 'Home > BCBSM > Enhanced Provider Data'. The main heading is 'Enhanced Provider Data'. Below this, there is a form with a dropdown menu labeled 'Select an Organization' and a 'Select...' button. Below the dropdown, there are two buttons: 'Cancel' and 'Submit'. The 'Submit' button is circled in red.

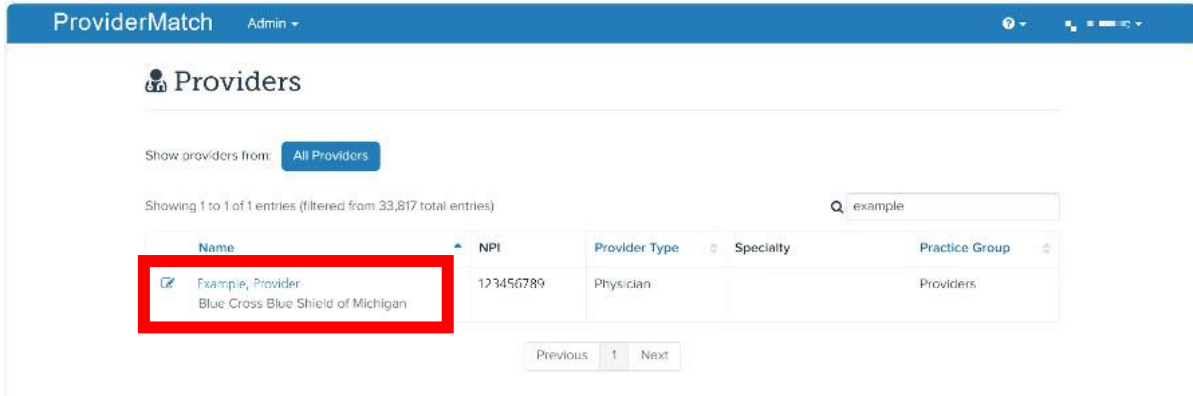
5. Search for the provider by name.



The screenshot shows the 'ProviderMatch' interface. At the top, there is a blue header with 'ProviderMatch' and 'Admin'. Below the header, there is a section titled 'Providers'. Under 'Providers', there is a dropdown menu labeled 'Show providers from:' with 'All Providers' selected. Below this, there is a text label 'Showing 1 to 10 of 33,817 entries'. To the right of the text label, there is a search bar with a magnifying glass icon, which is highlighted with a red box. Below the search bar, there is a table with the following columns: 'Name', 'NPI', 'Provider Type', 'Specialty', and 'Practice Group'. The table contains several rows of provider data.

Name	NPI	Provider Type	Specialty	Practice Group
Dr. Robert J. Smith <small>Blue Cross Blue Shield of Michigan</small>	1234567890	Physician		Providers
Dr. Jane Doe <small>Blue Cross Blue Shield of Michigan</small>	0987654321	Other	Occupational Therapy	Providers
Dr. John Doe <small>Blue Cross Blue Shield of Michigan</small>	1122334455	Physician		Providers
Dr. Jane Doe <small>Blue Cross Blue Shield of Michigan</small>	5566778899	Social Worker	Social Work	Providers
Dr. John Doe <small>Blue Cross Blue Shield of Michigan</small>	9988776655	Chiropractor		Providers
Dr. Jane Doe <small>Blue Cross Blue Shield of Michigan</small>	4433221100	Other		Providers
Dr. John Doe <small>Blue Cross Blue Shield of Michigan</small>	3322110099	Other	Occupational Therapy	Providers
Dr. Jane Doe <small>Blue Cross Blue Shield of Michigan</small>	2211009988	Nurse		Providers

6. Select the edit icon or the provider's name to edit the provider details.



ProviderMatch Admin

Providers

Show providers from: All Providers

Showing 1 to 1 of 1 entries (filtered from 33,817 total entries)

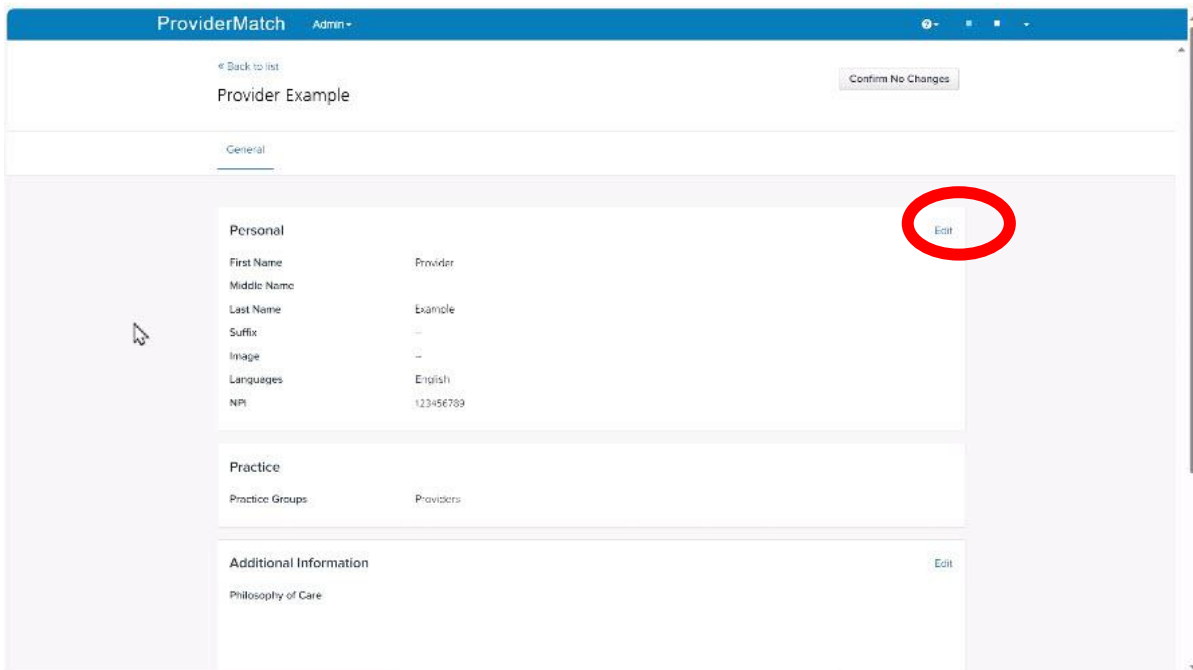
Search: example

Name	NPI	Provider Type	Specialty	Practice Group
<input checked="" type="checkbox"/> Example, Provider Blue Cross Blue Shield of Michigan	123456789	Physician		Providers

Previous 1 Next

7. Your profile page opens displaying your information organized into three sections: Personal, Practice, and Additional Information.

To add or modify information, click *Edit* in the section you wish to modify. Data fields that can be modified will be highlighted.



ProviderMatch Admin

Back to list Confirm No Changes

Provider Example

General

Personal

First Name Provider

Middle Name

Last Name Example

Suffix

Image

Languages English

NPI 123456789

Practice

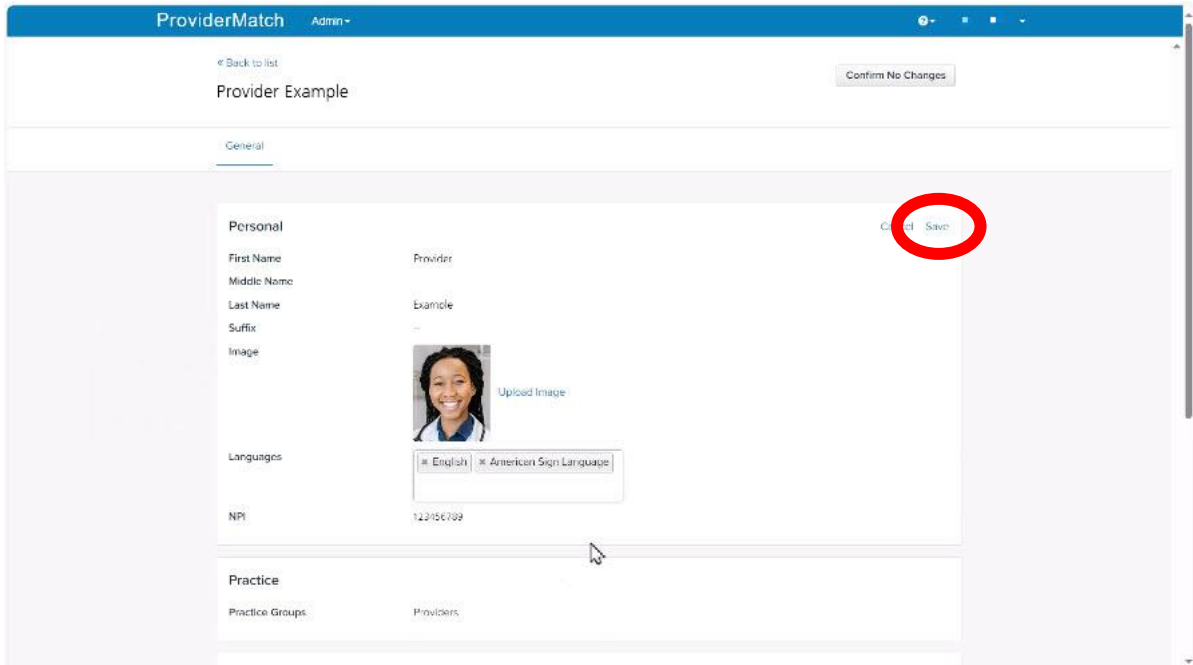
Practice Groups Providers

Additional Information

Philosophy of Care

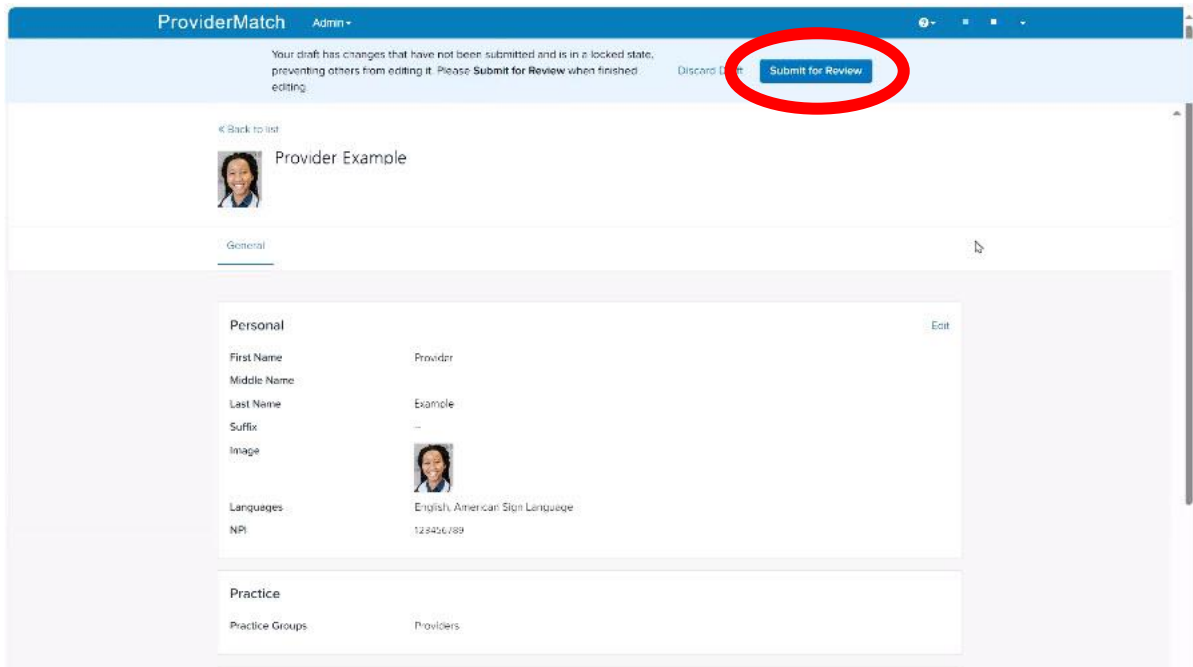
Edit

8. When you have finished modifying data in a section, click **Save**.



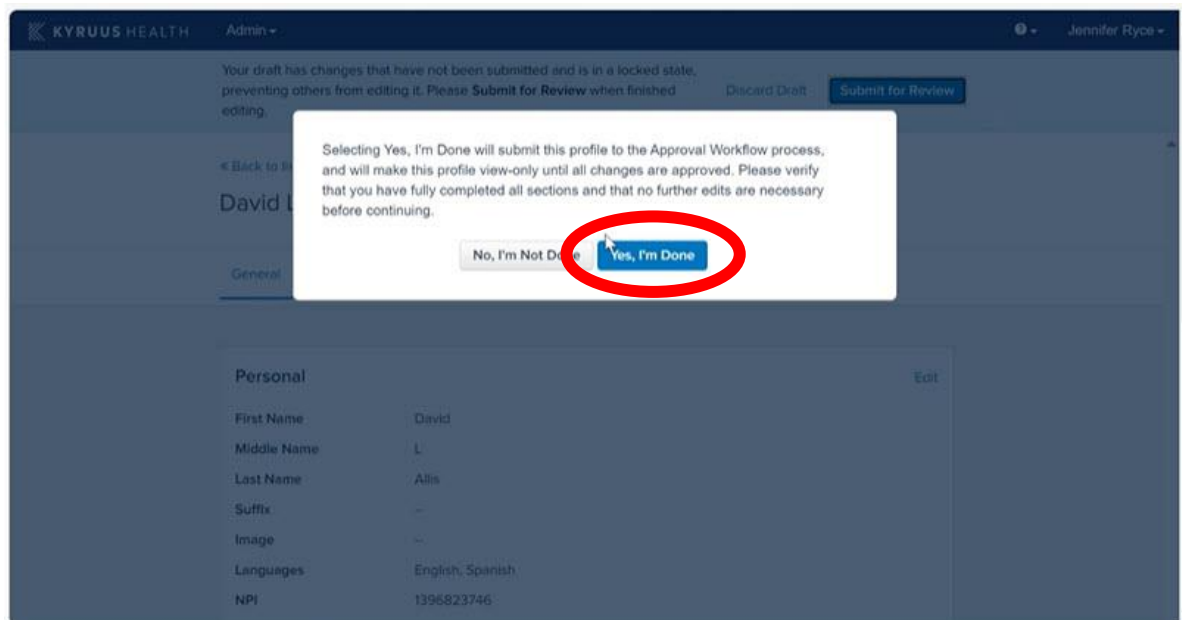
The screenshot shows the 'ProviderMatch' interface with the 'Admin' dropdown. The 'General' section is active, and the 'Personal' tab is selected. The form contains fields for First Name, Middle Name, Last Name, Suffix, Image, Languages (English, American Sign Language), and NPI (123456789). The 'Save' button is circled in red.

9. Repeat steps 7 and 8 for any other sections you want to modify.
10. When you are completely finished, click the **Submit for Review** button at the top of the web page to continue.



The screenshot shows the 'ProviderMatch' interface with the 'Admin' dropdown. A message at the top states: 'Your draft has changes that have not been submitted and is in a locked state, preventing others from editing it. Please **Submit for Review** when finished.' The 'Submit for Review' button is circled in red. Below the message, the 'General' section is active, and the 'Personal' tab is selected. The form contains fields for First Name, Middle Name, Last Name, Suffix, Image, Languages (English, American Sign Language), and NPI (123456789).

11. Click the *Yes, I'm done* button to finish.



Note: All additions or modifications will be visible in the provider directory within 24-48 hours.

Helpful Hint: If you have added or modified an image or video link, be sure to verify that the image displays and/or the link works correctly by accessing your provider directory page 24-48 hours later and viewing the image and/or clicking on the link.

Kyrus Health is an independent company that contracts with Blue Cross Blue Shield of Michigan and Blue Care Network for provider directory listings

Frequently Asked Questions

Question: If I modify or add information using the Enhanced Provider Data tool, how long will it take to display in the provider directory?

Answer: Provider directory data is updated every 24-48 hours.

Question: What happens if I modify my provider directory data using the Enhanced Provider Data tool, but I am part of a health system that already shares provider directory data with Blue Cross Blue Shield of Michigan? Which data gets displayed in the provider directory — the data already shared or the data I submitted using the Enhanced Provider Data tool?

Answer: If your health system already shares provider directory data with Blue Cross Blue Shield of Michigan, the health system data shared always takes precedence. You must update your information in your health system provider directory — any information entered using the Enhanced Provider Data tool will be overwritten.

Question: What if I am with a health system that shares provider directory data with Blue Cross Blue Shield of Michigan, but that data doesn't include a field shown in the Enhanced Provider Data tool? Can I add information for that field using the Enhanced Provider Data tool without the risk of it being deleted or overwritten?

Answer: No.

Question: How can I tell if my health system is partnered with Blue Cross Blue Shield of Michigan?

Answer: Health systems currently participating include:

- Beaumont Health
- Beacon Health System
- Corewell Health
- Bellin Health

If your health system is not listed and you're not sure whether or not it participates, you can send an inquiry to providersearch@bcbsm.com.

Question: What happens if a provider or practitioner is affiliated with more than one health system that shares provider directory data with Blue Cross Blue Shield of Michigan? Which data set takes precedence?

Answer: When a provider or practitioner exists in multiple health systems, Blue Cross Blue Shield of Michigan uses the data set with the highest level of completeness, consistency and most recent updates.

Kyruus Health is an independent company that contracts with Blue Cross Blue Shield of Michigan and Blue Care Network for provider directory listings.