

Blue Cross Blue Shield of Florida “Care Profile”

Frequently Asked Questions

- 1. What is “Care Profile”?** “Care Profile” is a payer-based health record (PBHR), which is a secure electronic record maintained by Blue Cross Blue Shield of Florida (BCBSF) that contains information collected from claims and provided by physicians, pharmacies, labs and other healthcare providers.
- 2. What does “Care Profile” do?** Care Profile makes it possible to share claims information among physicians and other healthcare professionals and allows doctors to see what other healthcare services BCBSF patients have received with other providers, regardless of location of service.
- 3. What kind of information is kept?** Information such as claims records, including date of service, type of service, name of healthcare provider, and name of prescription, where applicable. It does NOT contain results and diagnoses of psychiatric, substance abuse, sexually transmitted diseases, AIDS/HIV-related treatments and/or abortions.
- 4. Is it safe?** Yes. BCBSF is committed to the privacy, security and confidentiality of your claims information, which is secured and protected according to the requirements of HIPAA (Health Insurance Portability and Accountability Act). Only authorized health care physicians and providers will have access to this information.
- 5. How can I see the information that is in my PBHR?**
The PBHR is a presentation of your claims information. Claims information is available online from “MyBlueService” available from the BCBSF website at www.bcbsfl.com. You may also call the customer service number on your identification card for any questions about your claims.
- 6. Can I choose to NOT participate?** Yes. Simply call the customer service phone number on your BCBS ID card to request an “opt out”.
- 7. If I “opt-out” of the PBHR, will my doctors still be able to inquire about my eligibility and claims?** Yes. BCBSF will continue to respond to inquiries from your health care providers regarding your eligibility and benefits and regarding the status of claims they have submitted for you.
- 8. I have requested BCBS to send my confidential communications to an alternate address. Do I still need to call if I want to “opt-out” of the PBHR?** Yes. The alternate address you requested pertains to our communications with you about your protected health information (or PHI). It is not applicable to communications we may have with your treating providers.
- 9. What if I only want to have some of my doctors see my information?** At this time, the system does not permit you to choose which of your treating providers may view or share your information. Unless you choose to “opt-out”, any of your treating providers may use the PBHR.
- 10. Can I choose to have just some of my information shared and not all of it?** No, it is not possible to eliminate selected BCBSF claims data, with the exception of claims information pertaining to HIV/AIDS, mental health, substance abuse, sexually transmitted diseases, and/or abortions, which will automatically not be available to your provider. All other information from BCBSF claims data about you will be available to your treating providers.
- 11. Who will benefit from PBHRs?** Mostly, patients (covered persons) will benefit. Physicians and other health care providers will also benefit. Physicians will have a view of your health care claims experiences, which will assist them in improved delivery of health care. For example, if you can’t remember the specifics about a service or procedure, this information may be available in the PBHR. With this information, physicians can help you make better-informed health care decisions during your appointments. Also, in times of catastrophic events, the PBHR will be accessible from any location and by all authorized physicians so that appropriate treatment and service can still be delivered. For example, if a physician’s office records are destroyed or unavailable due to a hurricane, the PBHR information will still be available. A PBHR also brings efficiencies and cost savings to the health care system by allowing treating physicians to have access to their patients’ claims information.
- 12. How will BCBSF deliver this capability?** By using information and resources that already exist, no new data collection processes will be required. The capability will use existing web technologies in physician offices.
- 13. Why is BCBSF introducing a PBHR?** BCBSF is dedicated to providing caring solutions for you, and for the overall health care system. In today’s world, technology plays a significant role in delivering those solutions – solutions that bring efficiencies and cost savings to the health care industry, improve health care delivery, and enhance the patient experience. The PBHR is very innovative and will help physicians and patients build and manage treatment plans, monitor how well patients are complying with treatment plans, and assist patients in making better-informed health care decisions.