

Provider FAQs—BlueCross BlueShield of Tennessee’s Blue Physician Recognition Program

What is BlueCross BlueShield of Tennessee’s Blue Physician Recognition program?

The Blue Physician Recognition program is a national initiative of the BlueCross BlueShield Association that promotes physicians’ participation in quality improvement or recognition programs as determined by BlueCross BlueShield of Tennessee with an icon-driven display on the BlueCross BlueShield Association’s [Blue National Doctor & Hospital Finder](#) website. This program complements the Physician Quality Measurement program, which displays performance results for a variety of nationally endorsed and widely accepted physician quality measures.

Why is BlueCross BlueShield of Tennessee launching a Blue Physician Recognition program?

The Blue Physician Recognition program supports member healthcare decision-making and promotes the collaboration of physicians, patients, health plans and employers in continuously improving the quality of care. Research shows that consumers value quality and recognition information when choosing a doctor and BlueCross BlueShield of Tennessee is committed to working hand-in-hand with physicians to deliver information that can help patients assume a more active role in managing care for themselves and their families.

How does this empower consumer healthcare decision-making?

Blue network physicians play a critical role in delivering safe, evidence-based and patient-centered care. At the same time, patients are partnering more fully with physicians about their own healthcare decision-making. BlueCross BlueShield of Tennessee supports enhancing the physician-patient partnership with information and tools for consumers.

The BPR program is a component of a broader, multi-faceted Blue approach to engaging consumers in the types of information that enhances ownership and management of their healthcare, including quality of care, treatment costs and patient reviews.

When will Blue members be able to view Blue Physician Recognition information?

Blue members will be able to access this information in July 2012 on the redesigned BlueCross BlueShield Association’s [Blue National Doctor & Hospital Finder](#) website and on BlueCross BlueShield of Tennessee’s secure web portal beginning January 1, 2013

How does this leverage and advance local quality improvement strategies?

BlueCross BlueShield of Tennessee recognizes that many physicians participate in programs and resources offered by national medical specialty boards and societies and local, innovative practice improvement strategies. The BPR program was designed to recognize these physicians for their participation, and complements the Physician Quality Measurement (PQM) program, which displays performance results for a variety of nationally endorsed and widely accepted physician quality measures.

How does the Blue Physician Recognition program work?

- The BPR program guidelines encourage participation in quality improvement programs and resources, including participation in national, regional, community or BlueCross BlueShield of Tennessee quality initiatives.
- BlueCross BlueShield of Tennessee identifies primary care and specialist physicians who demonstrate a commitment to delivering quality and patient-centered care based on BPR program guidelines and submits names of physicians for BPR national display.
- The BlueCross BlueShield of Tennessee BPR program recognizes physicians who are participating in BCBST's Pay For Performance programs, Patient Centered Medical Home program, bundled payment initiative, or one of the Association's quality based recognition programs.
- The BPR icon is displayed on the BlueCross BlueShield Association's [Blue National Doctor & Hospital Finder](#) to help patients quickly identify the physicians or group practices recognized by The Blues® for their extra efforts in quality improvement.

How will BlueCross BlueShield of Tennessee educate members about the Blue Physician Recognition program?

Educational information for members will be available on the BlueCross BlueShield Association's [Blue National Doctor & Hospital Finder](#) website.

How is BlueCross BlueShield of Tennessee's Blue Physician Recognition program valuable to physicians?

The Blue Physician Recognition program recognizes quality improvement efforts across multiple disciplines and care settings and highlights the physician or group practice as a quality champion in the community. Blue Physician Recognition guidelines are based on widely accepted quality improvement methods, performance measures and recognitions, including participation in national, regional, community or BlueCross BlueShield of Tennessee quality programs. The program provides more than 99 million Blue members with an easy way to identify physicians committed to quality and patient-centered care as recognized by BlueCross BlueShield of Tennessee, encouraging them to take greater ownership in their healthcare decision-making.

What are the key benefits to displaying Blue Physician Recognition information?

- Familiarity — BPR guidelines incorporate accepted national, regional and local care improvement programs and resources.
- Motivation — BPR encourages physicians and group practices to start, continue or expand participation in quality improvement activities.
- Visibility — BPR can position physicians as innovators and champions of quality care in the community.
- Many regional, statewide and national companies employing Tennesseans and their families ask frequently for identification of leading, innovative practices and BPR begins to address those frequent requests for members. Scope of recognition — More than 99 million Blue patients will be able to see physicians that are recognized through BPR.

- The Blues will continue to collaborate with national medical specialty societies and medical boards to identify resources that can be leveraged to support additional quality improvement and recognition opportunities. The Blues also provide ongoing feedback to federal healthcare improvement and reporting programs to support physicians and group practices and align our consumer engagement approaches.

What should physicians do if they have questions about their Blue Physician Recognition information?

Providers should follow the terms of the BlueCross BlueShield of Tennessee Provider Dispute Resolution Procedure as found in the BCBST and VSHP Provider Administration Manuals. Providers are encouraged to contact a representative of BlueCross BlueShield of Tennessee's Provider Network Management Division if they have any questions about this procedure statement or concerns related to their network participation.

How can I learn more about BlueCross BlueShield of Tennessee's Blue Physician Recognition program?

For more information about BlueCross BlueShield of Tennessee's Blue Physician Recognition program, please contact our Provider Service line, 1-800-924-7141, Monday through Friday, from 8 a.m. to 5:15 p.m. (ET).