



Answers to frequently asked questions

Physicians often have similar questions when they hear of the e-Medicine service being offered through RelayHealthSM. For your convenience, here are answers to questions we frequently receive.

What e-Medicine services are available through RelayHealth?

When you use these e-Medicine services, you are able to:

- Consult with patients on non-urgent health matters or symptoms
- Send patients normal lab test results
- Send prescriptions or approve prescription refills
- Schedule appointments
- Provide referrals, subject to the requirements of the member's benefit agreement
- Give patients access to helpful health information
- Provide HIPAA-compliant communication
- Provide customizable patient education e-newsletters
- Provide targeted preventive care reminders
- Create a customizable website for patients who have RelayHealth access

Will I be reimbursed for online medical evaluations?

Blue Cross and Blue Shield of Florida will reimburse online medical evaluations, if they are covered services under the member's benefit agreement. Currently, the allowance for online medical evaluations is \$29. Physicians receiving capitated payments will not receive additional payment.

Will online communication increase my liability?

Feedback from malpractice carriers suggests that this will not, but you should verify this with your malpractice carrier, if you have not done so already.

Will I be barraged with patient e-mails?

Practices using e-Medicine services through RelayHealth are not overwhelmed with message volume. Information provided by RelayHealth indicates active practices can expect to receive about 5-15 messages per physician a day, while benefiting from automatic message routing to staff and a reduction in interrupting phone calls.

What is an online webVisit®?

The webVisit consultation combines the advantages of an office visit with the convenience of structured communication for non-urgent or chronic medical problems. The program:

- Provides more than 100 clinically reviewed interactive patient interviews
- Builds concise, structured clinical notes
- Pre-empts non-essential office visits, optimizing your in-office schedule
- Supplies a rich library of templated treatment options
- Automates charging and collections
- Integrates eScript® e-prescribing and renewal authorization service
- Produces chart-ready documentation
- Integrates and supports existing nurse triage protocols and office workflows



e-Medicine Q&A



Answers to Frequently Asked Questions (cont.)

What are the benefits of this service?

Physicians:

- Improve patient access, convenience and satisfaction: Foster a closer relationship with your patients, while providing them greater access and convenience
- Create clinical efficiencies: Streamline communications and enjoy automated documentation while reducing phone calls

Patients:

- Convenience
- Access
- Information
- Security

How much does this service cost?

RelayHealth is available for \$49.95 per month.

What are the technical requirements to use this service?

Accessing RelayHealth is easy. Any computer system with an internet connection to Availity^{®2} that supports Microsoft Internet Explorer, Netscape Navigator or America Online Web browsers can access the RelayHealth service.

What if I have a service problem or question?

RelayHealth provides 24/7 toll-free phone and e-mail support to providers and patients for technical

issues. During normal business hours (9 a.m. to 8:30 p.m. EST), RelayHealth Customer Support representatives are accessible by phone or e-mail. Voice or e-mail messages left after normal business hours automatically page an on-call Customer Support representative, who responds within one hour. Please contact Blue Cross and Blue Shield of Florida for non-RelayHealth questions.

How can I get more information?

Send us an email at e-medicine@bcbsfl.com with your name, phone number and best time to contact you. Or, view our e-Medicine demonstration at availability.com. Click on 'demonstration' in the first paragraph of their homepage introduction and then on the 'begin the demonstration'. This takes you to Availity's demo site — just click on the login button (no password needed), then the *Patient Communication* tab on the left to see how e-Medicine services can benefit your practice.

How can I enroll?

Send us an email of your interest to e-medicine@bcbsfl.com and we will contact you to enroll you in the e-Medicine service. Just give us your name, phone number, provider number and best time to contact you.

¹ Blue Cross and Blue Shield of Florida, Inc. (BCBSF) has entered into a vendor arrangement with RelayHealth whereby RelayHealth has agreed to provide BCBSF secure communication between BCBSF, its members and participating physicians. BCBSF has entered into this arrangement to provide a value-added service to its members and participating physicians. BCBSF cannot guarantee or be held responsible for the quality of services provided by RelayHealth.

² Availity L.L.C. is an independent company formed as a joint venture between Navigy, Inc., a wholly owned subsidiary of Blue Cross and Blue Shield of Florida, Inc. and HUM-e-FL, Inc., a subsidiary of Humana, Inc. Blue Cross and Blue Shield of Florida has business arrangements with Availity with the goal of reducing costs in the Florida marketplace, simplifying provider workflow, improving patient experience and providing HIPAA-compliant solutions. For more information or to register, visit Availity's website at www.availity.com.