

# SPECIAL eBULLETIN

FOR PROFESSIONAL AND FACILITY PROVIDERS

March 1, 2021

## HIGHMARK AND HEALTHNOW NEW YORK AFFILIATION NOW EFFECTIVE

Today, Highmark Health and HealthNow New York announced their affiliation approval and that it is effective.

Highmark Health is now the primary licensee for the Blue Cross and Blue Shield brands in eight western New York counties and the Blue Shield brand in 13 northeastern New York counties. The newly affiliated company is now known as Highmark Western and Northeastern New York and will be rebranded as Highmark Blue Cross Blue Shield of Western New York and Highmark Blue Shield of Northeastern New York.

*“We look forward to bringing our resources, tools and advanced technologies to Western and Northeastern New York,” said Deborah Rice-Johnson, president of Highmark Inc. “With this affiliation, we begin our path forward to enhance customer and clinician engagement, create better health outcomes, control costs and improve affordability for members in Western and Northeastern New York.”*

Read the full press release [HERE](#).

### ADDITIONAL INFORMATION

At this time, all current provider agreements, as well as payer transactions (i.e. billing and reimbursement, claims submission, credentialing, etc.) will remain in place. We are committed to clearly communicating any changes with advance notice for anything that would affect your office workflows.

HealthNow providers should continue to use HEALTHeNET with questions about patient benefits and their respective HealthNow provider portal for direct links and resources.

