

TODAY'S MESSAGE

PCPs: TODAY'S THE DAY! THE QUALITY BLUE EVOLUTION TO P4V IS COMPLETE.

For some time now, we've been preparing you for the implementation of our Quality Blue Physician Pay-for-Value (P4V) program – **which begins today**. As you know, this program has different performance measurements, scoring and incentives.

You can find a wealth of P4V program information on the [Quality Blue Physician Program](#) link of the Provider Resource Center, which is available by clicking *Resource Center* from the NaviNet® Plan Central menu. Previously published Special Bulletins can also be found on the Resource Center under *Publications and Mailings > Special Bulletins & Mailings > PCPs*.

Please pay special attention to the most recently issued Special Bulletin, titled "Important P4V Program Change" and dated March 21, 2014. It has important details on the new User Interface tool, which when accessed via NaviNet, gives you unprecedented access to data, empowering you to transform your practice.

We are excited to continue our collaboration with you to improve the quality of care and the health of our members.

