

## TODAY'S MESSAGE

# ELECTRONIC SUBSCRIBERS TO BE AUTO-ENROLLED FOR ALL HIGHMARK EMAIL NOTIFICATIONS

Highmark Blue Cross Blue Shield is pleased to announce the combination of our electronic notifications via e-Subscribe. When you signed up, you picked from a handful of subscriptions we had available, but a lot has changed in a short amount of time.

If you subscribed to free electronic delivery of certain Highmark email notifications, beginning Nov. 1, 2014, you'll be automatically enrolled to receive all Highmark publications and announcements. Highmark is making this change to ensure you receive all of our important updates. We promise not to send you too many emails and anticipate around five emails per month, per provider type.

If you signed up for any one of the below lists as a professional provider (837P and CMS 1500 billers) you will now receive:

- *Provider News*
- *Policy Review & News (PRN)*
- Office Manual Updates
- Provider Resource Center (PRC) Updates
- Special Bulletins (Note: these are network-wide only; mailings targeted to specific specialties or regions will not be distributed through e-Subscribe.)

If you signed up for any one of the below lists as a facility provider (837I and UB04 billers) you will now receive:

- *Provider News*
- *Policy Review & News (PRN)*
- Facility Manual Updates
- Provider Resource Center (PRC) Updates

Thank you for choosing electronic delivery for the latest Highmark news.

### **Unsubscribe at any time**

If you change your mind, you have the option of unsubscribing to any of Highmark's emails. Simply click the unsubscribe link within the email you receive.