

BLUE PHYSICIAN RECOGNITION

Coming in August 2013

BLUE PHYSICIAN RECOGNITION INFORMATION NOW AVAILABLE ON PROVIDER RESOURCE CENTER

As you may know, we will introduce the Blue Physician Recognition (BPR) program in August 2013. We recently created a *Transparency* page on the Provider Resource Center that houses more information on the program, including the list of primary care physicians (PCPs) that will have the BPR icon when the program launches. Select the *Transparency* link from the menu on the left to learn more.