

You can be the **RIGHT MATCH!**

Help New Patients Find You

Our new, revolutionary doctor-patient matching tool launches **Spring 2018**.

What Is Doctor Match?

Highmark developed Doctor Match™ to help match patients to in-network doctors who share the same perspective on health care.

How It Works

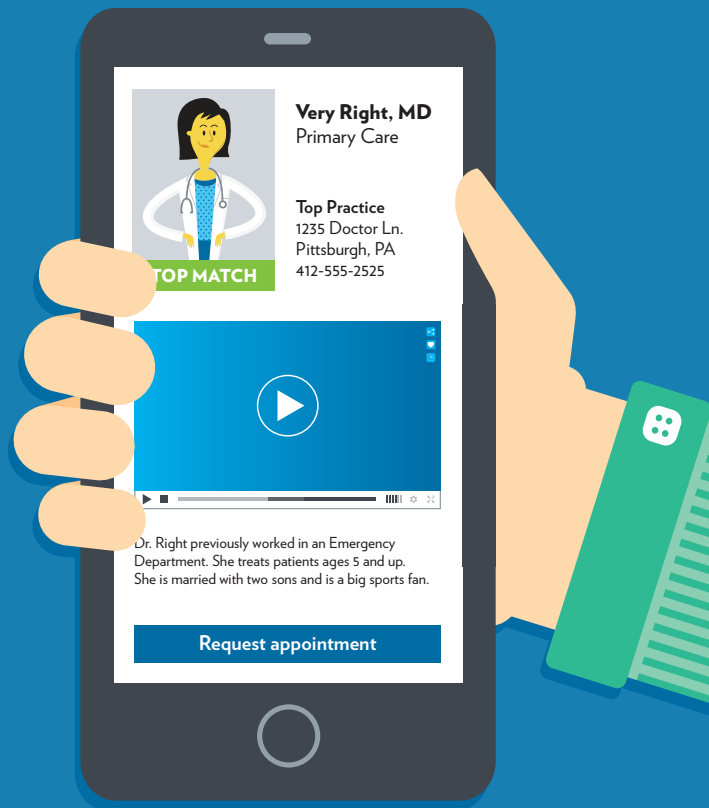
You take a quick online survey to answer questions about your treatment philosophy and communication style. Patients answer similar questions to identify qualities they're looking for in a doctor. Our proprietary algorithm will list the doctors who are their closest match.

Here's How You'll Benefit

Doctor Match will help you:

- Grow your practice to include more like-minded patients
- Develop fulfilling, long-term relationships with your patients
- Provide better experiences so your patients rate you higher in satisfaction surveys

Get ready to welcome
your new patients!



Get the Most Out of Your Profile:

- Including a photo in your online profile is important to consumers.*
- See instructions on page 2 for how to upload your photo using NaviNet.

COMPLETE THE SURVEY

It only takes 5-7 minutes to complete the quiz. Follow these simple instructions to make sure your information is included in the tool:

- Log in to **NaviNet**®.
- Click **Doctor Match Quiz** on the left hand side of the homepage under **Workflows for This Plan**.
- Complete the survey.

You May Also Take the Quiz Here!



Instructions for Adding Physician Photo via NaviNet

- Select **Provider File Management** from the Workflow for this Plan menu on the left side of the screen.
- If you have more than one provider number in your dropdown, select the provider number that you want to review/edit.
- After the correct billing provider is selected, you'll be taken to the "Provider File Management" page.
- Click **View group details**.
- Scroll down and locate the practitioner you'd like to add the photo for and click on **Demographics and Plan Participation**.
- You will then have the option to Upload Photo (as pictured below) under Directory photo.


Demographics and Plan Participation [Back to top](#)

Demographics [Edit](#)

Effective for this group:
Gender:
Race:
Ethnicity:

Languages spoken [Edit](#)

Directory photo

 Upload a photo of the practitioner. By uploading the photo the practitioner gives consent to publish the photo in the provider online directories of Highmark, the Blue Cross Blue Shield Association ("BCBSA"), and/or other BCBSA independent licensee Plans.
[Upload photo](#) | [Remove photo](#)

ID numbers

National provider ID: Medical license number:
Blue Shield ID:

Plans and specialties for this practitioner in this group

Network Name	Specialty	Role	Effective in Network
		PCP	
		PCP	
		PCP	
		PCP	

Addresses Where Practitioner Works [Back to top](#)

Behavioral Health Profile [Back to top](#)

Educational Background [Back to top](#)

Highmark Blue Cross Blue Shield Delaware is an independent licensee of the Blue Cross and Blue Shield Association.

*Importance and Impact of Physician Profiles. The Health Management Academy. Importance and Impact of Physician Profiles. February 8, 2017. Web.

NaviNet is a registered mark of NaviNet, Inc., a separate company that provides a secure, web-based portal between providers and health care insurance plans.

Doctor Match is intended to help patients choose a health care provider and is not guaranteed as being predictive or definitive. Doctor Match is not a guarantee of patient volume, payment, or that a service will be covered. 12/17