



**BlueCross BlueShield  
of Florida**

An Independent Licensee of the  
Blue Cross and Blue Shield Association



## Health Information Technology: Improving the Health Care Experience

Harnessing the power of health information technologies is one way Blue Cross and Blue Shield of Florida is improving our members' quality of care and increasing patient safety, while reducing health care costs. We are committed to providing solutions that give physicians convenient access to individual care information, advance the health and well-being of our members and enable an excellent, efficient health care system. Blue Cross and Blue Shield of Florida offers physicians and providers these electronic capabilities:

- **Availity<sup>®1</sup> Care Profile:** The Availity Care Profile is cutting-edge technology offering physicians and authorized health care providers throughout Florida real-time access to a consolidated view of a patient's health care service history. This clinically relevant information complements the physician's own medical records and can be viewed by the physician at the point of care for better-informed decision-making. Physicians access Care Profile through the Availity Health Information Network.
- **Electronic Prescribing:** ePrescribing provides physicians with electronic access to a patient's drug formulary, eligibility information and medication history at the point the doctor issues a prescription. It also enables physicians to transmit prescriptions electronically to the patient's pharmacy of choice, eliminating unnecessary steps for office staff and the patient. The result is increased efficiency, improved accuracy in the prescribing process, enhanced patient safety and reduced costs. To learn more about how ePrescribing works, log on to [www.ePrescribeFlorida.com](http://www.ePrescribeFlorida.com). You also can download a demonstration of a physician's view of using ePrescribing at the point of care.
- **CareCalc<sup>SM</sup>:** CareCalc is an innovative tool that enables providers to estimate a member's financial responsibility for a service quickly and easily. This industry-leading capability is offered exclusively by Blue Cross and Blue Shield of Florida and is accessed through the Availity Health Information Network. Providers can easily run a CareCalc transaction, inform their patients of their estimated financial responsibility and print details. This tool enhances the retail experience at the provider's office for both the physician and the patient. For more information on CareCalc, visit our website, [www.bcbsfl.com](http://www.bcbsfl.com), and search by keyword *CareCalc*. Availity also offers free online training webinars for physicians and their staffs.

Look to Blue Cross and Blue Shield of Florida for future capabilities as we continue to offer physicians, providers and consumers more appropriate, more timely and more convenient access to health information.

<sup>1</sup> Availity, L.L.C., is an independent company formed as a joint venture between Navigy, Inc., a wholly owned subsidiary of Blue Cross and Blue Shield of Florida, Inc., Health Care Service Corporation, and HUM-e-FL, Inc., a subsidiary of Humana, Inc. Blue Cross and Blue Shield of Florida has business arrangements with Availity with the goal of reducing costs in the Florida health care marketplace, simplifying provider workflow, improving patient experience and in providing HIPAA-AS compliant solutions. For more information or to register, visit Availity's website at [www.availity.com](http://www.availity.com).