



MASSACHUSETTS

CONCIERGE PROVIDER FACT SHEET

Concierge providers offer special services that are not covered under their patients' health plans. Patients pay a one-time or periodic fee for these extra services. The Massachusetts Division of Insurance requires us to monitor our network and notify them of contracted providers that participate in a concierge model. We also must clearly identify those concierge providers in our provider directory.



HOW TO LET US AND YOUR PATIENTS KNOW ABOUT YOUR CONCIERGE SERVICE MODEL

- Let us know at least 90 days¹ before you set up a concierge model. Send the notice to: **NetworkManagement@bcbsma.com**. Please include the names and NPIs for the providers in the practice and the services you're offering that aren't covered by the health plan.
- Communicate all changes to your patients, including:
 - How it will affect them (allow them enough time to decide whether they'll remain with the practice).
 - What extra amenities and services you'll offer that are not covered by their health plan (be sure to examine your proposed practice structure to make sure you're not charging our members for services covered by their health plan).
 - What fees you'll charge.
 - If you will accommodate patients who don't choose the additional services.

HOW WE'LL RESPOND TO YOUR CONCIERGE NOTIFICATION

When you notify us that you intend to set up a concierge model, we will:

- Let you know that we received the notice.
- Inform the Massachusetts Division of Insurance.
- Identify you as a concierge model in the next update to our provider directory after making the change.

¹ The advanced 90-day notice is a requirement as part of your provider agreement with us.

Questions?

If you have questions, please call Network Management and Credentialing Services at **1-800-316-BLUE (2583)** or send an email to **NetworkManagement@bcbsma.com**.

Blue Cross Blue Shield of Massachusetts refers to Blue Cross and Blue Shield of Massachusetts, Inc., Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc., and/or Massachusetts Benefit Administrators LLC, based on Product participation.® Registered Marks of the Blue Cross and Blue Shield Association. ©2026 Blue Cross and Blue Shield of Massachusetts, Inc., or Blue Cross and Blue Shield of Massachusetts HMO Blue, Inc. MPC_020916-1L-FS (5/26)