Patient Review of Physicians Rating Tool on Find a Doctor & Estimate Costs
Fact Sheet & FAQs

Overview
Our enhanced Find a Doctor & Estimate Costs tool helps members learn how to shop and plan for the care they need, while better controlling their out-of-pocket costs. The tool also allows members to read and write reviews on physicians and other professional providers in Massachusetts.

FAQs

Q: What is the Patient Review of Physicians function?
A: • With this tool, patients can complete their own review about their experience with participating providers, using a simple set of questions.
• Members can rate local participating providers and any out-of-state participating providers by logging in to MyBlue and accessing that doctor via Find a Doctor & Estimate Costs.
• After going through a moderation process, the star rating averaged from all reviews will display in the provider results and on the provider’s profile page along with a count of the number of reviews. All review comments will display on the provider’s profile page. Note: If a member of another Blue Cross Blue Shield Plan submits a review in that Blue Cross Plan’s find a doctor tool, it will not display on our results page or provider profile page. However, it will be displayed on the Blue Cross Blue Shield Association’s National Doctor and Hospital Finder.
• Users can read reviews before seeking care to determine how other patients rate the provider.

Q: Where is the review function located?
A: It is available in the Find a Doctor & Estimate Costs tool on MyBlue. Members must log in so that we can authenticate the person writing the review. The version of Find a Doctor that appears on the non-secure portion of MyBlue is read-only. Providers can read reviews by accessing Find a Doctor & Estimate Costs on Provider Central.

Q: Who can write a review?
A: Only Blue Cross members who log in to Find a Doctor & Estimate Costs through MyBlue can write a review. We authenticate our members during log in to MyBlue. This authentication is required before members can submit a review. The member must:
– Accept the Terms and Conditions agreement
– Verify that he or she has seen this particular provider
– Respond to a core set of patient review questions

We also check that member-submitted comments are appropriate and comply with our terms of use guidelines and requirements through our moderation process. Encouraging all of your Blue Cross patients to add to these reviews will help ensure an overall positive score.
Q: How does a member write a review?
A: Members can write a review by completing the following steps:

1. Log in to our secure MyBlue website, and click on Find a Doctor & Estimate Costs.
2. Verify that they had an interaction with the provider they are reviewing by accepting the terms and conditions for online behavior and member responsibility.
3. In Find a Doctor & Estimate Costs, once a provider has been selected from the results list, the provider’s profile page is displayed. Members can view the Ratings & Reviews section. The provider’s rating is displayed along with the number of patients who reviewed the provider.

4. Members can view detailed information about the provider’s rating by clicking on the See ratings & reviews link indicated in the screen shot above. This will take them to the Ratings & Reviews screen. The member can view a breakdown of the provider’s ratings and reviews for:
   - Overall experience
   - Environment
   - Availability
   - Communication

5. Clicking on Write a review will prompt the member to answer questions such as:
   - How would you rate your overall satisfaction with this doctor?
   - Would you recommend this doctor to your family and friends?
   - How would you rate this doctor’s ability to explain things in a way you could understand?
   - How would you rate this doctor’s availability to see you?
How would you rate your experience with the staff?
Do you have any additional comments about this doctor?
I verify that I have received services from this doctor.

If the member includes comments in the review, the review is posted in approximately two days, after a moderation process is completed. If there are no comments, the rating is posted immediately.

Q: Why was the patient review capability added to the Find a Doctor & Estimate Costs tool?
A: Patient Review of Physicians is a Blue Cross Blue Shield Association-mandated program requiring participation by all Blue Cross Blue Shield Plans. The Blue Cross Blue Shield Association developed the measures for this program. Consumer research shows that peer patient reviews are the most sought-after information when consumers are choosing a provider. We launched a patient review capability to:
- Be in compliance with a Blue Cross Blue Shield Association mandate
- Engage members more fully in their health care decision-making
- Help members search for health information
- Help members make healthy choices for themselves and their families

Q: What types of providers can be reviewed?
A: Members can write reviews for any of our network professional providers, including PCPs, physician specialists, and other professional providers like chiropractors, physical therapists, and behavioral health providers. While some markets allow facilities like hospitals and clinics to be reviewed, the review of hospitals and facilities is not available in our Find a Doctor tool at this time. Members can read and write reviews for out-of-state participating providers as well.

Q: I work at a hospital. Can members post reviews about us?
A: Not at this time. We may explore expanding the review feature to more provider types in the future and will notify you in advance.

Q: Who can read patient reviews of physicians?
A: Any Blue Cross Blue Shield Plan member or guest who searches for a provider via Find a Doctor & Estimate Costs can view patient reviews.

Q: Do I have to be registered as a Provider Central user to access this feature?
A: No. It will be available on our non-secure home page, so you don’t have to log in.

Q: How can I see the reviews?
A: Just go to Provider Central at bluecrossma.com/provider and click on the Find a Doctor & Estimate Costs link under Office Resources>Plans & Products. Then click on the “Go to Find a Doctor & Estimate Costs now” link. Once you are on the Find a Doctor home page, you can search for reviews under your name. If there are reviews posted, you will see the ratings displayed in the Ratings & Reviews section of your profile page.
Q: Can providers read their patients’ reviews?
A: Yes. We encourage providers to read the patient reviews on Find a Doctor & Estimate Costs by searching for their name. If the provider has been reviewed, the results page will indicate the overall rating. Providers can see the detail of the review by selecting their name from the results page and viewing the Ratings & Reviews section on the provider profile page.
Example of Ratings & Reviews Detail

Q: Can a physician have a review removed from the database?  
A: If you have concerns about a review, you should contact your Network Representative to discuss your concerns and request the review be researched for reconsideration.

Q: Can a member on the visitor site see online reviews?  
A: Yes, a visitor can see online reviews but can’t write one. To write a review, they must log on to MyBlue and go through the authentication process.

Q: Can I comment on the review before it’s posted?  
A: No, you won’t be able to see or comment on the review before it’s posted. However, if you have a concern about a review, you should contact your Network Representative to discuss your concerns and request the review be researched for reconsideration.
**Q:** Why are you measuring patient experience differently than you do for the alternative quality contract (AQC)?

**A:** While the Patient Review of Physicians survey does reflect measurement themes that are similar to our AQC measures of patient experience, it is an Association-mandated program that requires participation by all Blue Cross Blue Shield plans. As a result, the measures for this program were developed by the Association, and not Blue Cross Blue Shield of Massachusetts.

**Q:** What can I do about a negative rating?

**A:** If you have a concern about a review, you should contact your Network Representative to discuss your concerns and request the review be researched for reconsideration.

**Q:** What will Blue Cross Blue Shield of Massachusetts do with these ratings?

**A:** We are committed to giving our members the necessary decision tools, such as the cost estimation and provider review tools, to make informed health care choices. These tools will help members:

- Engage more fully in their health care decision-making
- Search for health information to make healthy choices for themselves and their families

Our system is not a referral service and does not recommend or endorse any particular health care provider. Reviews on our system should not be interpreted as medical, treatment, or health advice. Blue Cross Blue Shield of Massachusetts does not offer advice about the quality of any particular health care provider through this patient review system, including specific treatments or health conditions.

**Q:** Can any provider get a report of the ratings?

**A:** Reports are not available at this time. However, providers are able to review their ratings and reviews real-time by accessing their profile page in Find a Doctor.

**Q:** How did you establish the survey questions that members answer to give a review?

**A:** Patient Reviews of Physicians is a program mandated by the Blue Cross Blue Shield Association that requires participation by all Blue Cross and Blue Shield plans. As a result, the measures for this program were developed by the Association—not by Blue Cross Blue Shield of Massachusetts. We are required to use the questions that the Association developed, and we’ve made sure that our survey is consistent with surveys developed by Blue Plans across the country.
Q: What if a reviewer’s comments are inappropriate?
A: We reserve the sole right to review, approve, and/or reject any comments we consider inappropriate. We have a list of restricted terms, including any profanity that, if used, will prevent the member from submitting the review. If a review is submitted with restricted terms, it will cause an error. In addition, through our moderation process, inappropriate comments will not be approved for display. These comments may include, but are not limited to the examples below:

- Off-topic and redundant (including promotion of events, groups, pages, websites, organizations, and programs not related to the physician review system)
- Foul language or “hate speech” (including racial, ethnic, or gender-bashing language)
- Abusive, illegal, disruptive, or otherwise objectionable at the sole discretion of Blue Cross Blue Shield of Massachusetts
- Violation of an individual’s privacy

Q: If I’d like to be removed from Find a Doctor & Estimate Costs, how can I do that?
A: Per your Blue Cross Blue Shield of Massachusetts Agreement, as a contracted and participating provider, you must permit use of the following to be displayed in Find a Doctor & Estimate Costs for members to identify all available providers who participate in their network:

- Your name
- Address
- Medical group and hospital affiliations
- Office telephone number
- Availability of weekend or evening hours
- Services that address the unique needs of the population (such as foreign languages, including American Sign Language)
- Specialty
- Educational background
- Medical school and year of graduation