

Special Bulletin

For professional and facility providers

October 14, 2025

Help Us Create a Truly Remarkable Health Experience — And Make Your Voice Heard!

We're inviting you to join **Highmark Provider Perspectives**, our exclusive online insights community where we partner with providers like you as trusted advisors. The community is open to both clinical and non-clinical staff.

As a member of Highmark Provider Perspectives, you'll:

- **Share your feedback** – Participate in polls, surveys, and interviews.
- **Influence change** – Directly shape future Highmark services and solutions that better serve your practice or facility.
- **Stay informed** – Receive updates on how your feedback is making a difference.
- **Earn rewards** – Be entered into monthly sweepstakes for a **\$250 Visa gift card!**

How to Join

Just click [here](#) to complete the sign-up form. **Note:** You'll need your facility/practice's 10-digit group NPI.

Know a Colleague?

If you know a colleague who might also be interested in joining this community, feel free to share this communication with them.

Highmark Provider Perspectives is your exclusive opportunity to help us *create a remarkable health experience, freeing people to be their best.*

We look forward to hearing from you!

The following entities, which serve the noted regions, are independent licensees of the Blue Cross Blue Shield Association: Western and Northeastern PA: Highmark Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Choice Company, Highmark Health Insurance Company, Highmark Coverage Advantage Inc., Highmark Benefits Group Inc., First Priority Health, First Priority Life or Highmark Senior Health Company. Central and Southeastern PA: Highmark Inc. d/b/a Highmark Blue Shield, Highmark Benefits Group Inc., Highmark Health Insurance Company, Highmark Choice Company, or Highmark Senior Health Company. Delaware: Highmark BCBSD Inc. d/b/a Highmark Blue Cross Blue Shield. West Virginia: Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield, Highmark Health Insurance Company, or Highmark Senior Solutions Company. Western NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Cross Blue Shield. Northeastern NY: Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield.

All references to "Highmark" in this document are references to the Highmark company that is providing the member's health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.

