

Special Bulletin

For professional and facility providers

December 11, 2024

Live Chat Pilot for Pennsylvania Providers Launching December 16

On Monday, **December 16, 2024**, Highmark will launch a pilot for a live chat feature which will enable providers in our Pennsylvania regions to chat directly with a Highmark representative for questions related to:

- Clinical authorizations including if an authorization is required, authorization status, investigations on an authorization, or questions specific to the authorization process.
 - Note: You cannot use live chat to submit an authorization request.
- Member benefit information
 - Live chat should only be used for benefit information beyond what's available via Highmark's self-service tools.
- Help with navigation across Highmark [self-service tools](#)
 - Availity, Provider Resource Center, Interactive Voice Response



You can ask questions related to Highmark members in any health plan except for Medicaid.

Claim questions cannot be answered via live chat. Providers need to leverage Highmark's other [self-service tools](#) to obtain answers to their claim questions.

Provider live chat will be accessible via Highmark's Payer Spaces in [Availity](#), making it readily available when you are completing other transactions and Highmark-specific tasks. The live chat feature will be available Monday – Friday from 8 a.m. to 5 p.m. ET.

Leveraging provider live chat will eliminate the need for you to wait on the phone for support on some of your most-frequently asked questions about our members.

You will receive a link to a survey at the end of each chat session. Since this is a pilot, your feedback is encouraged and will be incorporated as we continue to develop the tool.

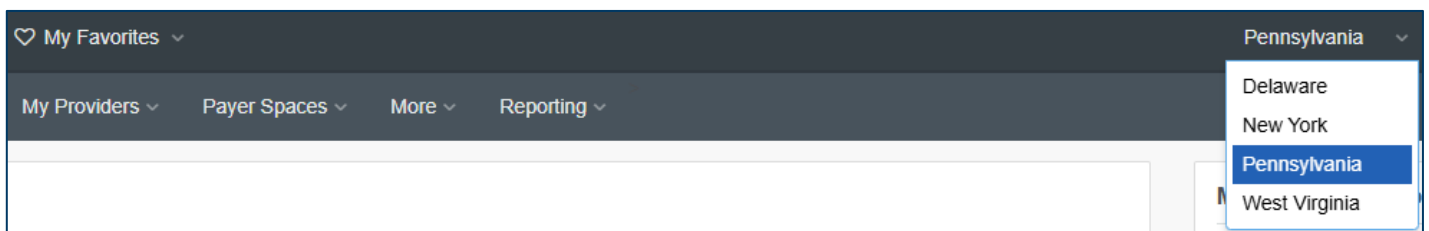
Tips for a Successful Chat Experience

- The chat feature is limited to questions about one member at a time. You can ask questions regarding up to eight members back-to-back in a single chat session.
 - You will need to include the member ID (without the Alpha Prefix), member name, and member date of birth with your query.

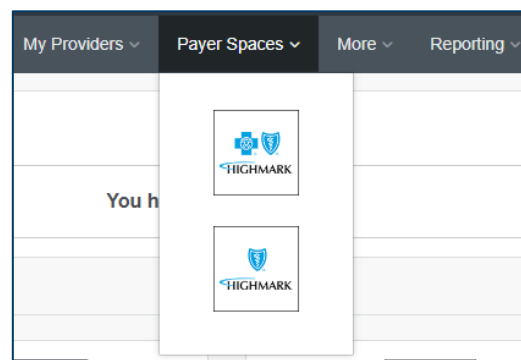
- Currently, only three topics can be answered via provider live chat:
 - Clinical authorizations including if an authorization is required, authorization status, investigations on an authorization, or questions specific to the authorization process.
 - Note: You cannot use live chat to submit an authorization request.
 - Member benefit information
 - Live chat should only be used for benefit information beyond what's available via Highmark's self-service tools.
 - Help with navigation across Highmark [self-service tools](#)
 - Availity, Provider Resource Center, Interactive Voice Response
- Each message you enter in the chat is limited to 256 characters.
- If your question cannot be answered via Live Chat, you may be redirected to [Availity](#) self-service or asked to call [Highmark Provider Service](#).
- Claim questions cannot be answered via live chat. Providers need to leverage Highmark's other [self-service tools](#) to obtain answers to their claim questions.
- You will receive a reference number for each individual member query via chat. For example, if you discuss three different Highmark members during a chat session, you will receive three reference numbers, one for each member. Maintain that number(s) for your records in the event that you need to follow up with Highmark.

How to Access Provider Live Chat

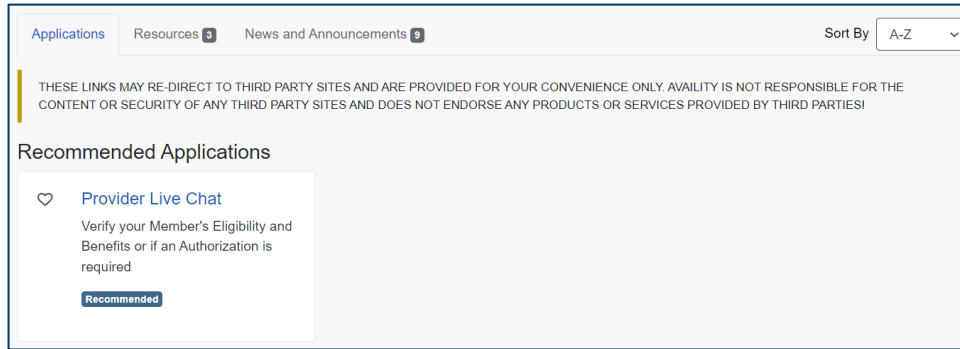
- From the [Availity](#) home screen, choose Pennsylvania as your state.
- If you are not contracted in one of Highmark's Pennsylvania regions, you do not have access to provider live chat at this time.



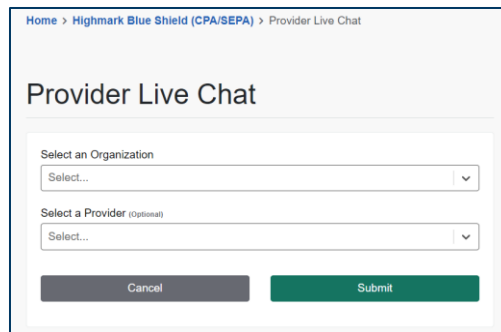
- Navigate to Highmark's Payer Spaces for your region.



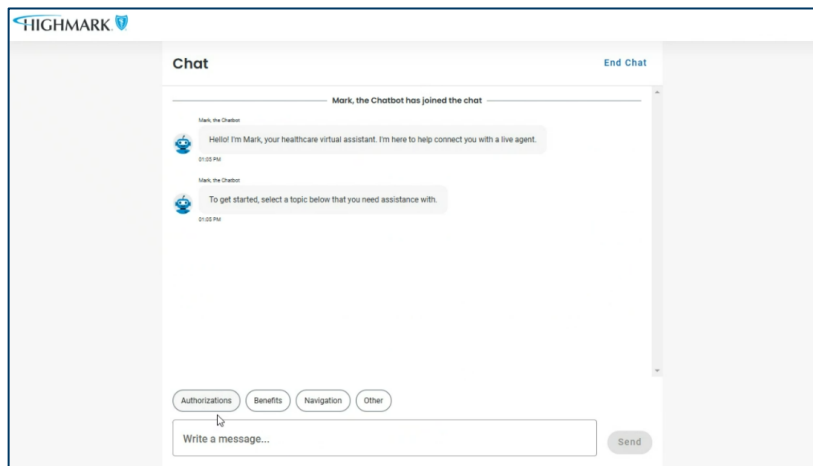
- Choose Provider Live Chat



- Select an Organization.
 - Select a Provider.
 - While not required, selecting the provider will enable the Highmark representative to more quickly handle your request.



- When you hit Submit, a new window will open and connect you with the chat platform.



You will answer a few initial questions and then be connected with the appropriate team to answer your inquiry.

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.

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.

Availity is an independent company that contracts with Highmark to offer provider portal services.

