

Special Bulletin

For professional and facility providers

February 14, 2023

Highmark Members Using Populytics to Revert to Highmark

Effective **March 1, 2023**, Highmark's contract with Populytics Inc. to provide case and disease management will be expiring for members within Highmark's my Direct Blue Lehigh Valley EPO, my Lehigh Valley Flex Blue HMO, and Lehigh Valley Flex Blue PPO products. Highmark and Populytics are working together to transition members currently receiving case/disease management and condition support from Populytics to a Highmark case manager.

Going forward, any member who qualifies for case/disease management or condition support can be referred to Highmark by calling the [Provider Service Center](#) or via [NaviNet®](#). To make a referral in NaviNet:

- Click the **Case Management Referral and Inquiry** link under **Workflows for this Plan**. Doing this will redirect you to the **Clinical Care & Wellness page**.
- Select the **Create New Referral** button under **Submit New Referral to CC&W**.
- Follow the steps outlined within the **Clinical Care & Wellness page** to complete the submission.

Questions

Providers with questions on this transition should call the [Provider Service Center](#). If a member has a question, please direct them to call the phone number on the back of their ID card.

This information is issued on behalf of Highmark Blue Shield and its affiliated Blue companies, which are independent licensees of the Blue Cross Blue Shield Association. Highmark Inc. d/b/a Highmark Blue Shield and certain of its affiliated Blue companies serve Blue Shield members in 21 counties in central Pennsylvania. As a partner in joint operating agreements, Highmark Blue Shield also provides services in conjunction with a separate health plan in southeastern Pennsylvania. Highmark Inc. or certain of its affiliated Blue companies also serve Blue Cross Blue Shield members in 29 counties in western Pennsylvania, and 13 counties in northeastern Pennsylvania. All references to Highmark in this document are references to Highmark Inc. d/b/a Highmark Blue Shield and/or to one or more of its affiliated Blue companies.

NaviNet is a registered trademark of NaviNet Inc., which is an independent company that provides secure, web-based portal between providers and health insurance companies.

Populytics, Inc., is a wholly owned subsidiary of Lehigh Valley Network.

