

Special Bulletin

For professional providers

August 16, 2023

Annual SPH Analytics Survey

Over the next several weeks, SPH Analytics (an independent research firm) will be conducting a phone survey with a sample of providers to assess knowledge of the tools available to you and your staff to verify the products/networks in which you participate through your Highmark contract.

Updating Your Information

In advance of SPH Analytics making these calls, verify your information in the Highmark Provider Directory and, if necessary, update that information, including:

- Office location
- Phone number
- If you're accepting new patients
- Hospital affiliations
- Products/networks you participate in

To verify and/or update your information, use the Provider Data Maintenance (PDM) tool in [NaviNet®](#). If needed, a guide on how to use the PDM tool is available under **PROVIDER RESOURCES** in NaviNet's Plan Central.

If you have questions regarding this survey, please call the appropriate [Highmark Provider Service Center](#) for your region.

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 and 13 counties in northeastern New York. 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, 13 counties in northeastern Pennsylvania, the state of West Virginia plus Washington County, Ohio, the state of Delaware, and 8 counties in western New York. 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.

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