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Provider Directory Validation Survey Begins

This year we will implement a new process to validate the demographic data appearing in our online and print provider directories. Your prompt and thorough response will ensure your practice data is correct in all our provider directories. Accurate data means your patients and other practitioners will be able to identify you as a network provider and contact you. Correct directory information may increase business for your practice; it will also help us get your claims paid correctly.

The validation survey will apply to all EmblemHealth benefit plans in which you participate, including EmblemHealth, HIP, GHI PPO (including Dental), GHI HMO and Vytra. Validation will focus on practice information that current and prospective patients need when seeking medical care. This includes service location(s), as well as specialty, education, hospital affiliation, plan participation and languages spoken by clinicians in your office.

You will have several options for responding. If your authorized response is not received, your unverified information may be removed from our provider directories. Providers associated with facilities or other organizations will have their information verified through these entities.

Your timely response with this effort will enable EmblemHealth to maintain accurate information for the benefit of your patients and your practice.