Consumer Referral Program

Program and Physician Profile: Frequently Asked Questions

Q: Why do I need to send in a profile form to participate?
A: We ask that you enroll so we know you are accepting new patients, and know which areas of practice you are most interested in getting new patients. As part of the consumer referral service, our call advisors can match consumers with physicians who accept their insurance plans, so we need that information from your office. Completing your profile will only take few moments, but it is the best way to know that we are sending you the consumers who are the most compatible fit for your practice.

Q: If I do not provide this information, will callers still be able to locate me through the 1-800-Doctors consumer call center?
A: Yes, callers will still be able to verify or request your office contact information. However, searches are driven by a variety of consumer-provided criteria, so providing insurance information, areas of interest, and other office information makes it easier to match consumers with physicians who meet their specific needs.

Q: Will the way referral names are given out to callers be fair and equitable to all Meridian affiliated physicians?
A: Yes, the referral rotation is controlled by call management technology used by our call advisors and is systemized based on the formal guidelines and caller preferences.

Referral Rotation Guidelines
- Physician referrals will be given to consumers on an equitable rotation based on consumer and geographic criteria – caller zip code is the default criteria.
- Call advisors will view active participating physician results (from a search) based on specific specialty and area of practice. Results are presented to the call advisor one at a time based on oldest referral date in the system.
- Physician rotation logic is further narrowed by caller preference which may include insurance accepted, gender, or language preferences.

Q: Why do you need my office hours?
A: Callers frequently request physicians that have evening or early morning hours. Our HealthLine call advisors will offer to transfer and announce consumers directly to your office staff to set up appointments, so we’ll need to know the hours your office is staffed and will accept these calls.

Q: Why should I indicate which insurances / payment types my office takes?
A: Many callers ask if a physician accepts their insurance. By providing this information we are able to match callers with physicians who accept their insurance plan.

Q: What if my insurance or other information changes?
A: We will provide contact information and processes for updating any of your information as necessary. In addition, we will also distribute your profile to you once a year to view your information and verify. You can contact the marketing manager at your hospital, or the program coordinator at referralprogram@MeridianHealth.com
Q: **What are areas of interest?**

A: Areas of Interest are procedures that are performed by the physician or their office, areas of practices that are preferred by the physician, such as Bariatric Surgery, and an indication of areas of practice the physician specializes in, such as Adolescent Psychiatry. Areas of Interest also include credentials or additional training/education that you have had other than medical degree, internship, residency, and fellowship programs. Providing this information could provide additional referrals to your practice. Please note: Areas of Interest are subject to review and approval by Medical Staff Office to assure they are appropriate to any credentialed area of medicine.

Q: **Why are the language spoken in my office important?**

A: Callers often ask for physicians who speak their primary language. This information allows the advisor to assist a caller by matching a physician or a staff member that speaks certain languages. It provides high customer satisfaction and can lead to additional referrals for your practice.

Q: **What are physician notes used for?**

A: This field allows the physician to indicate anything else that a physician would like the caller to know about the practice or the physician. An example might be a Pediatrician noting that he will not take female patients over the age of 16; or an Internal Medicine physician noting that they will not see geriatric patients.