

Physician Referral Program

The BayCare Customer Service Center can help enhance your practice by connecting patients to you through our Physician Referral Service. Our customer service specialists are trained to respond to inquiries and direct customers to the most appropriate source of care.

Are You Part of the Physician Referral Program?

As one of our physician partners, we invite you to participate in our Physician Referral Program. Participating in the program allows our customer service specialists to assist customers by answering basic questions about you and your practice, and will refer them to you if you match their requirements.

Program Benefits

- New patients connected straight to your office
- Physician alignment with system-wide marketing campaigns
- Maintenance of accepted insurance plans on the BayCare.org physician web directory

How Will You Receive Referrals?

After matching you to a customer based on his or her requirements, the customer service specialist will offer to warm transfer calls to your office; however, customers may choose to take your information and call on their own. If the customer chooses to be transferred, the customer service specialist will identify him or herself to your office staff and indicate that you were selected from the Physician Referral Service, allowing your staff to know where the referral came from. Finally, the specialist will inform your staff that they have a potential patient on the phone and will then connect them to your office.

Exceptions for Removal from the Physician Referral Program

The following exceptions will be considered in deciding factors for the removal of participation in the Physician Referral Program:

- **Maternity/Paternity/FMLA Leave:** Physicians will remain on the program during their time of leave (up to 12 weeks). Upon the date of their return, the Physician Referral Program criteria will be reinstated.
- **Vacation/Physician Partner Vacation:** Physicians will remain on the program during their time of leave (up to 30 days). Upon the date of their return, the Physician Referral Program criteria will be reinstated.
- **Staff Education:** Physicians will remain on the program via the first issue notice but will provide a reasonable time frame (up to two weeks) for educating their staff regarding the physician referral guidelines. Upon the designated date for completion of training, the Physician Referral Program criteria will be reinstated. If a second issue notice is received after a reasonable time frame (up to two weeks), the physician will be removed from the program.

Exceptions may be made for removal at the discretion of the Physician Referral Program.

All eligible physicians will receive an enrollment email that will include instructions on how to join.

For further assistance, please email physicianreferralprogram@baycare.org.

Criteria to Participate

In order to participate in the referral program, you must agree to the following criteria:

- Physicians must maintain approved medical staff privileges and hold active medical status at one or more BayCare facilities or be a member of BayCare Physician Partners, LLC.
- Physician must be in Good Standing¹ as defined by the National Association of Medical Staff Services (NAMSS).
- An initial participation agreement must be completed.
- Must be able to accept new patients.
- Profile information and insurance carriers must be updated each year, or as requested by BayCare, in order to direct the appropriate patients to your office.

1. "Good Standing" means no adverse professional review action, as defined in the Health Care Quality Improvement Act has been taken regarding this practitioner, including reduction, restriction, suspension, revocation, denial, or non-renewal of the practitioner's staff membership or clinical privileges.

For the purposes of this letter, "Restriction" is defined as meaning a mandatory concurring consultation requirement has been imposed upon the practitioner (i.e., the practitioner must obtain a consult and the consultant must approve the course of treatment in advance). The chief of staff and/or the chief medical officer at the involved institution may also deem a practitioner to not be in "Good Standing" if he or she is undergoing a formal investigation into a serious behavioral or clinical concern which has yet to be finally adjudicated.

