

Provider Referral Program

The BayCare Customer Service Center can help enhance your practice by connecting patients to your office through our Provider Referral Program. Our Customer Service Center team members are trained to respond to inquiries and direct customers to the most appropriate source of care.

Is Your Office Part of the Provider Referral Program?

As one of our provider partners, we invite you to participate in our Provider Referral Program. Participating in the program lets our Customer Service Center team help 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
- Provider alignment with system-wide marketing campaigns
- Maintenance of accepted insurance plans on the BayCare.org provider web directory

How Will You Receive Referrals?

After matching you to a customer based on their requirements, the customer service team member 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 team member will identify themselves to your office team and indicate that you were selected from the Provider Referral Program, allowing your team to know where the referral came from. Finally, the customer service team member will inform your team that they have a potential patient on the phone and will then connect them to your office.

Exceptions for Removal from the Provider Referral Program

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

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

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

All eligible providers will receive an enrollment email that includes instructions on how to join.

If you need additional help, email providerreferralprogram@baycare.org.

Criteria to Participate

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

- Providers 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.
- Advanced Practice Providers (APP)² – must be a member of BayCare Physician Partners, LLC, and maintain Active Licensure with Florida Department of Health.
- Providers must be in Good Standing¹ as defined by the Health Care Quality Improvement Act.
- An initial participation agreement must be completed.
- Must be able to accept new patients.
- Profile information and insurance carriers must be updated every 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 info sheet, “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 they are undergoing a formal investigation into a serious behavioral or clinical concern which has yet to be finally adjudicated.

² Advanced practice providers (APP) means, but isn’t limited to, optometrists, nurse practitioners, physician assistants and certified nurse midwives.

