

Missouri Provider Communications

Find A Doctor -- New Sort Option

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Anthem Blue Cross and Blue Shield (Anthem)'s Find A Doctor tool provides Anthem members with the ability to search for in-network providers using the member portal at anthem.com. Find A Doctor currently offers multiple sorting options, such as sorting providers based on distance or name.

In May 2019, Anthem added a new sorting option to Find A Doctor. The new sorting option is called "Personalized Match" and is based on algorithms which use a combination of provider location, quality, cost results and member information to intelligently sort and display results for a member's search. The sorting results take into account member factors such as the member's medical conditions, and medications as well as provider factors such as areas of specialty, quality and efficiency measures, volumes of patients treated across various disease conditions, and outcome-based quality measures. These member and provider features combine to generate a unique ranking of providers for each member conducting the search. Providers with the highest overall ranking within the search radius are displayed first with other providers displayed in descending order based on overall rank and proximity to the center of the search radius. Members will continue to have the ability to sort from a variety of sorting orders (such as distance), and this enhancement in sorting methodology will have no impact on member benefits.

Please note, the sorting option "Personalized Match" has been available on Care and Cost Finder since November 12, 2018.

Additional information about Personalized Match:

- Provider factors will be updated on a quarterly basis.
- Providers may review a copy of the sorting methodology [here](#).
- If you have general questions about this sorting option in Find A Doctor and the Care and Cost Finder tool, please contact Provider Customer Service.
- If you would like detailed information about quality or cost factors used as part of this unique sorting or you would like to request reconsideration of those factors you may do so by emailing personalizedmatchsorting@anthem.com or by calling 833-292-2601.

Anthem will continue to focus and expand our consumer tools and content to assist members in making more informed and personalized health care decisions.

<https://providernews.anthem.com/missouri/article/find-a-doctor-new-sort-option-2>

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