

# Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina  
is an independent licensee of the  
Blue Cross and Blue Shield Association



## ARCHIVES

You may access marketing bulletins from 2008 to present in the *Agents* portion of our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com).

## NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to [grpandindv@bcssc.com](mailto:grpandindv@bcssc.com).

## ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com), and select *Agents*. Then, select "Order Your Supplies" under *Forms*.

## QUESTIONS?

Contact your marketing representative at 1-800-288-2227 ext. 42328 if you have questions.

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## SouthCarolinaBlues.com: New Look and Features

BlueCross BlueShield of South Carolina is pleased to unveil its redesigned Web site, SouthCarolinaBlues.com, and its enhanced online Doctor and Hospital Finder tool.

### SouthCarolinaBlues.com

After reviewing the needs of our Web site users, we have updated SouthCarolinaBlues.com with a fresh, new look and a layout that is quick and easy to navigate. SouthCarolinaBlues.com offers dedicated sections for members, agents, providers and benefits coordinators, which contain useful tools and information.

We've updated all Web site content, and a variety of product information and agent resources are available. We understand that SouthCarolinaBlues.com and our other Web functions are very important to you, and we are constantly seeking ways to improve them.

For agent Web sites currently linking to SouthCarolinaBlues.com, no changes are necessary. However, if your site links to specific Web pages within SouthCarolinaBlues.com, the links will no longer work.


If you are having problems with links to SouthCarolinaBlues.com, please contact your marketing representative.

## Doctor and Hospital Finder

The Doctor and Hospital Finder tool is now enhanced with improved usability and richer search features.

### Enhanced features include:

- Easy-to-use navigation
- Provider search by name, specialty, office name or health condition
- Filter search by admission privileges, languages spoken, gender, board certification, accepting new patients and primary care physician status

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- Search results show distance from ZIP code entered, recognitions (board certifications) and office name(s)
    - Clicking on doctor's name shows Web address, office hours and links to map/directions
    - View affiliated practitioners with that office and where the doctor has admitting privileges
  - Filter facility results by Blue Distinction® or other accreditations
    - Clicking hospital name shows Web address, directions, Blue Distinction categories and accreditations
  - Print provider lists quickly and easily

In addition, when a search is done by health condition, the tool offers condition-specific health articles and questions to ask a doctor — better preparing members for their doctor visits.

The new Doctor and Hospital Finder is now available on [SouthCarolinaBlues.com](http://SouthCarolinaBlues.com).

For more information on [SouthCarolinaBlues.com](http://SouthCarolinaBlues.com) or the Doctor and Hospital Finder, please contact your marketing representative.