

October 2, 2012

Healthcare Association

Medavie Blue Cross Introduces New ID Card

As of September 17, 2012, Medavie Blue Cross will begin introducing a new two-sided plastic identification card, similar to those used for banking. The new card design will be provided to new Medavie Blue Cross members as well as to any existing member requiring a change in their current ID card information such as name or dependent status.

Medavie Blue Cross is taking a staggered approach to introducing this new ID Card and will not be replacing those currently in use by our members.

Many Medavie Blue Cross members will continue to use a four sided blue laminated card. In Quebec, a two-sided yellow plastic card also exists.

Changes you may notice for those customers using the new two-sided plastic cards are as follows:

- Each member will have a unique 11-digit identification number listed on the reverse side that must be entered in full on the claim form or in electronic format.
- The Policy Number is 10 digits and must be entered in full for all claim transactions with the exception of dental claims, where the two leading zeros are eliminated.
- The Member birth date will no longer appear on the card, therefore the provider must ask their patient for this information.

The new card is attached for reference. Please note that Federal Program members (RCMP, Veterans Affairs, Canadian Forces and Citizenship and Immigration Canada) do not carry Medavie Blue Cross cards.

Providers may call the Customer Service Centre toll-free if they have further questions:

1-800-667-4511 (in Atlantic)

1-800-355-9133 (in Ontario)

1-888-588-1212 (in Quebec)

Providers in other provinces please contact your local Blue Cross.

Sincerely,

Joan Weir

Manager, Provider Relations

**BLUE
ADVANTAGE**® www.blueadvantage.ca

Identification Number

12345678901 John Smith
12345678902 Lisa Smith
12345678903 Monica Smith
12345678904 Mark Smith
12345678905 Simon Smith
12345678906 Nicole Smith
12345678907 Jack Smith

*Claiming benefits implies
consent to Blue Cross
Privacy Protection Practices.*

Customer Service

1-800-667-4511

Worldwide Travel Assistance

Canada and U.S.A.

1-800-563-4444

Elsewhere in the world

1-506-854-2222

(Call collect)

www.medavie.bluecross.ca



*Always
there
for you*

Identification Number

12345678900
Mary Smith

Policy Number

0012345678

*Omit the leading two
zeros when submitting
electronic dental claims.*