

Provider Guide -

PROVIDER LINK

Version 1.0



The Program

Provider Link is a program designed to promote the services of providers in the market areas served by the program in an effort to strengthen local provider usage. We want individuals living in Tioga County to support our local providers. Your services will be promoted through the internet at our web site: www.linkhealthcare.com. While anyone who uses the www.linkhealthcare.com web site can access the provider listings supported by the program, the service is primarily designed for and promoted primarily to the employer community.

The employer relationship is an important focus of the program. In the business of healthcare, patients who are employed and possess commercial insurance are important to our business. The Provider Link Program provides a mechanism through which we can communicate promotional incentives that build provider volume to this market.

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How You Can Participate

Participation is open to all providers of healthcare services. This includes hospitals, physicians, pharmacists, massage therapists, acupuncturist, dentists, and so on. The only limitations associated with the providers and services that can participate are related to the market area served by the program, ethical considerations, and legal restrictions that may or may not apply.

Participation in the program is easy. You decide you want to participate and complete a short application. You can be listed on the service in the following two ways:

- e **Basic Listing.** A Basic Listing includes the business name, type, contact information, description of service, web site link, and so on.
- e **Premium Listing.** In addition to the above, a Premium Listing includes a promotional offer, graphic (i.e. a photograph or logo), and a download (i.e. a coupon or other written information). We encourage you to opt for the premium listing and provide the consumer with an incentive such as discounted services or medications; free items with a service; free or discounted wellness/prevention services, or discounts on services usually not covered by health plans such as chiropractics, acupuncture, massage therapy or dental services. Premium Listings are actively promoted to employers in the market areas served by the program.

There is no charge for providers to participate in the program for either a Basic or Premium Listing. Participation is being sought to create value for the web site and to create value for employers. Charges may apply if providers need specialized assistance in preparing materials.

Ongoing Training and Support

We can provide assistance to you in the preparation of your "advertisement". Final advertisements will be sent back to you for approval before being placed on the web site. We, of course, want the program to operate smoothly, with minimal administrative oversight, and be used by persons seeking healthcare services. We provide telephone support during regular business hours and 24 hour support through the web site. Perhaps more importantly, we also provide on-site training and consultation for healthcare providers, employers, and employees.

How We Help Employers Participate

Participation is open to all employers in the market areas served by the program. Our goal is to make health care services more accessible to the employees of local businesses and to expose individuals to your services. The only limitations for employers are related to the market area served by the program, ethical considerations, and legal restrictions that may or may not apply.

We will market the program to employers. Employers that choose to participate in the program are listed on the www.linkhealthcare.com web site. The listing includes general employer information, health plan information, and will provide a link to your listing.

We can provide the employer a standard set of services or we can customize the program based on the special needs of the employer. The program can be provided in addition to a health plan or can be provided if the employer does not currently provide a health plan. If the employer has an existing health plan, we will consult with them to ensure the services offered do not create a conflict with existing insured benefits.

We will provide education to the employee group so use of the program is maximized and so your services receive maximum exposure.

There is no charge for employers or providers to participate in the program.

Employer and Provider Approval

We reserve the right to approve or not approve participation in the program. Providers and employers are primarily restricted to only those market areas served by the program. The services are focused on healthcare services only. If the listing is considered unethical in any way, the listing will not be approved. Providers and employers assume final responsibility for the information and offers contained in the listings.

Customer Service Contact



We provide full time customer support for the Provider Link program to both you and the Employer. For issues associated with the Provider Link Program please contact 570-723-0710.

For any issues associated with the employer health plan please consult the employers health plan identification card.

Provider Link

ADDRESS: 114 East Ave. • Wellsboro, PA 16901

PHONE: 570-723-0710

FAX: 570-724-5618

E-MAIL: help@linkhealthcare.com

WE ARE ON THE WEB at www.linkhealthcare.com

This site has detailed information on the Provider Link Program, subscribing employers, and details on how to participate as a healthcare provider.