Reviewer note:

- The content below is intended for publication within the Availity Essentials as both a home page News & Announcements post linking to a supporting blog post.
- The communication is designed to inform providers of an enhancement to the authorization submission process for New Jersey Wellcare members.
- Previously, providers outside of New Jersey were unable to submit authorization requests for Wellcare New Jersey members through Availity and were presented with a message indicating this functionality was not available. As part of this enhancement, that message will be removed and providers in any state will be able to submit authorization requests for Wellcare New Jersey members directly through Availity.

Strategy:

- This communication serves as an awareness and adoption effort to ensure providers understand the expanded authorization submission capability available within Availity.
- The announcement is intended to drive utilization of the enhanced functionality, reduce confusion caused by prior system messaging and reinforce Availity as the preferred channel for authorization submissions.
- The objective is to promote awareness of the enhancement, improve the provider experience and support more efficient authorization submission workflows across Centene markets.

News & Announcements message

Headline: Attention Providers Submitting Authorizations for a New Jersey Wellcare Member

Body: You may now seamlessly submit an authorization request for a New Jersey Wellcare member if you are an out-of-state provider. Direct access to New Jersey as your region is no longer required.

CTA: Review the latest release blog for more information. <link to blog post>

Blog post

<Blog verbiage that will be posted inside of Availity Essentials, and give more information to the provider.>

Headline: New rerouting notification when submitting authorization requests for New Jersey Wellcare members outside of New Jersey

Body: When completing an authorization request for a New Jersey Wellcare member outside of New Jersey, the Authorizations application now displays a notification that the request will be rerouted to the New Jersey region so that you can complete and submit the request. This notification displays between steps 1 and 2 of the normal authorization request workflow.

1. Start the authorization request by selecting the organization, payer, and request type, and then select Next.
    - Select a region other than New Jersey in the top navigation bar.
    - Select WELLCARE in the Payer field.
2. Enter the patient and provider information for step 1 of the authorization request, and then select Next.
3. Review the notification that the authorization request will be rerouted to the New Jersey region, and then select Okay to continue with the request.
4. After acknowledging the rerouting notification, complete steps 2 through 5 of the authorization request like you normally would.
5. Select Next at the end of steps 2 through 4, and select Submit.