

BlueNewssm *for Providers*



A Quarterly Newsletter from Provider Relations and Education, BlueCross BlueShield of South Carolina

Table of Contents

Page 2 – E-Business

Page 3 – Policy Updates

Page 6 – Claims Submission

Page 6 – Word Find

Page 7 – Education Updates

*The man who occupies the first
place seldom plays the
principal part.
Johann Wolfgang von Goethe*



Raising the Bar on Provider Satisfaction

Talk about getting off to a great start! This has been a time of change for us all and I wanted to express my appreciation of your significant contribution of partnering to improve our mutual business practices.

The success of our business depends upon our customers' satisfaction. You are our customer and we don't take lightly the task we must perform to exceed your expectations.

This year we changed our approach to our annual Benefit Update Meeting by bringing it to you. We conducted four regional workshops in Charleston, Greenville, Florence and Columbia. The settings were more intimate, allowing us more time to talk with you and your staff directly. Your feedback and attendance increase were sure signs that you agreed with this approach.

Your feedback is very important to us and a critical component to many of the implementation of best practices and business solutions we develop for you. We look forward to hearing your opinions and concerns. Please continue to share those with your provider advocate directly or by sending a message to our dedicated provider e-mail box at Provider.Education@bcbsc.com.

We will be making a bigger and better effort to improve our existing services this year, thereby raising the bar to exceed your expectations!

Thank you for giving us the opportunity to serve you. We value your business.

Delighted to serve as your provider advocate,

Rodessa Mitchell

Managed Care Senior Director

If you have any questions regarding the information in this newsletter, please e-mail us at Provider.Education@bcbsc.com.

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

2010 BlueCard® Program – Seeking Your Feedback



Your feedback is important. It helps us improve our processes and makes your interactions with BlueCross BlueShield of South Carolina a smooth and simple experience.

Again this year you will have an opportunity to tell us how we are doing. We are using phone and online satisfaction surveys. At any point throughout the year you may receive a call on behalf of BlueCross BlueShield of South Carolina seeking input on your experience with servicing out-of-area members. Our research vendor may invite you to participate in online surveys and collect your e-mail address. We encourage all providers our vendor contacts to participate in these surveys. We take your feedback seriously and use it to enhance our services.

If you need information about the BlueCard Program or have suggestions for improvements, there are three ways to contact us:

- Contact your Provider Relations representative by e-mailing Provider.Education@bcbsc.com.
- Visit us online at www.SouthCarolinaBlues.com.
- Contact your Provider Services representative by calling 800-868-2510, or by sending an inquiry using “Ask Provider Services” in My Insurance ManagerSM.

Thank you in advance for your participation. We appreciate your feedback.

RSS Feeds

Many of our providers are receiving automatic updates from us. Are you? The name **Really Simple Syndication** (RSS) says it all. These programs allow you to receive news alerts from your favorite sites like SouthCarolinaBlues.com!

If you're using Internet Explorer 7 (or higher) or Firefox, just click on the RSS Feed icon from our site for several ways to sign up. If you are using an older browser, you can still sign up using these instructions:

1. Go to www.google.com/reader.
2. Click on “Create An Account.”
3. Once you have created your account, sign in.
4. Click on “Add a subscription.”
5. Enter our link:

<http://www.southcarolinablues.com/providers/providernews.aspx?view=rss>



Who's Your Administrator? New Security for My Insurance Manager

Instead of provider staff creating individual accounts on My Insurance Manager, now all office staff will be managed under one profile administrator. Profile administrators will be able to activate and delete accounts for staff within their offices. This will help us maintain a higher level of security.

What is a Profile Administrator?

A profile administrator is someone in your office who will manage the profiles for other office staff. The profile administrator will be able to approve, create, deactivate and restore user profiles. He or she will also be able to view reports and reset passwords.

Visit our the Provider News section of Web site to view frequently asked questions about the new security level of My Insurance Manager.

Updated NIA Prefixes

Certain advanced imaging services now require precertification from National Imaging Associates (NIA) when performed and billed in an outpatient or office location. On behalf of BlueCross BlueShield of South Carolina, NIA handles precertification for certain imaging services. NIA is an independent company. Here are the most recent group prefixes that began using NIA authorization services in January 2010. These group prefixes will require precertification for MRIs, MRAs, CT and PET scans:

ALPHA PREFIXES				
AJU	FOD	MOZ	SQY	ZCO
ANI	FPE	MZM	SSF	ZCS New for 2010!
APA	GBZ	NWL	SUH	ZCW*
ATU	GFX	ONE	TCV	ZCY*
ATY	GGV	PBB New for 2010!	TDL	ZCZ
AZH	GNS	PGQ	TFI	
AXY	GSL	PIR	TLI	
CAU	GUL	PLI	TLJ	
CES	HHE	PMH	TQC	
CEY	HIX	PPO	UIA	
COMP	HUK	PSL	UNN	
CPE	HUL	PUM	WEX	
CPF	HVY	PUQ	WHM	
CQD	IAI	PYC	WIB	
CTB	INL	RGV	WLB	
CXW	LCE	RSK	WNH	
DMQ	LWA	RVB	WOO	
DVC	MGV	RWE	WSA	
EBR	MIS	SOG	WUU	
EMT	MKD	SMZ	WVG	
EUZ	MLH	SNO	WXH	
FCH	MNL	SPU	ZCA	

* These alpha prefixes represent fully insured as well as ASO groups. ASO group members are not required to obtain pre-certifications through NIA. Check the back of members' ID cards to verify pre-certification requirements.

If you have any questions regarding the information in this newsletter, please e-mail us at Provider.Education@bcbsc.com.

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

E&M Codes for Medicare in 2010

Effective January 1, 2010, the Centers for Medicare and Medicaid Services (CMS) began eliminating the use of Evaluation and Management (E&M) Consultation Current Procedural Terminology (CPT) codes 99241-99255 for its Medicare providers. CMS now requires providers to bill the most appropriate office visit or hospital inpatient CPT Codes (99201-99215, 99221-99239). BlueCross BlueShield of South Carolina follows this requirement for our Medicare Advantage members. This change, however, does not affect our other products or members.

For more information, visit the CMS Web site at www.cms.hhs.gov



Checks & Balances With Medicare



Medication-related problems are the fifth leading cause of death in the United States and cost more than \$100 billion annually. This major public health problem is so important that Medicare has requested its quality improvement organizations (QIOs) and prescription drug programs to support physicians in their efforts to eliminate inappropriate drug use. The Medicare QIO for South Carolina, The Carolinas Center for Medical Excellence, has joined forces with BlueCross BlueShield of South Carolina to monitor physician prescribing patterns and alert physicians of possible adverse drug events related to potentially inappropriate medications (PIM).

We recently completed a mail campaign to providers with information related to this project.

If you are interested in more information about PIMs in older adults, refer to the article in *Archives of Internal Medicine* titled "Updating the Beers Criteria for Potentially Inappropriate Medication Use in Older Adults" (<http://archinte.ama-assn.org/cgi/content/full/163/22/2716>) for a list of drugs potentially risky for older adults.

You can also access the Web site for The Carolinas Center for Medical Excellence at www.thecarolinascenter.org

Rabies Vaccine and Immune Globulin Update

The South Carolina Department of Health and Environmental Control (SCDHEC) no longer provides rabies vaccine and immune globulin to medical practices in South Carolina for dates of service on or after September 1, 2009.

BlueCross BlueShield of South Carolina will reimburse providers for the purchase of the vaccine and its administration. Providers will need to bill for the vaccine and all DUTs at the same time. BlueCross will base the number of DUTs it reimburses on the patient's weight.

Vaccination and Administration Codes

For dates of service on and after September 1, 2009, use these codes to file claims for rabies vaccination and administration:

- 90376: Rabies immune globulin, heat-treated (rig-ht), human, for intramuscular and/or subcutaneous use
- 90676: Rabies vaccine, for intradermal use
- 90471: Immunization administration (includes percutaneous, intradermal, subcutaneous or intramuscular injections); one vaccine (single or combination vaccine/toxoid)



South Carolina

As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.

President John F. Kennedy

Top Five Reasons to Avoid Filing Duplicate Claims

5. Delays claim adjudication
4. Causes confusion during claim processing
3. Creates unnecessary administrative efforts on your end (and ours, too)
2. Increases confusion for the members who receive additional explanation of benefits for the same service
1. Elevates costs of filing extra claims



Eliminate time, confusion and unnecessary costs by:

1. Only re-filing a claim when instructed to
2. Clearly identifying corrected claims
3. Waiting the appropriate time period for Medicare claims to cross-over

New Alpha Prefix for Walmart Employees

There have been several recent changes to the administration of benefits for all Walmart employees. On January 1, 2010, Blue Cross Blue Shield of Arkansas became the Home Plan for all Walmart associates nationwide (except Hawaii). The local PPO network will continue to be in-network.

The Walmart associates received new insurance cards. Their alpha prefix is now WMW. It is very important for you to get copies of these new insurance cards and use the new alpha prefix WMW to file claims for any date of service after January 1, 2010. Only use the old alpha prefixes MRT, WLA and WMR to file claims with dates of service prior to January 1, 2010.

If you have questions about this change, please contact your Provider Education representative at 803-264-4730 or by e-mail at Provider.Education@bcssc.com.

Blue Cross Blue Shield of Arkansas is an independent licensee of the Blue Cross and Blue Shield Association.



e-Prescribe ... Save Money, Save Time!

Keeping up with preferred drug lists for all your patients can be challenging. With electronic prescribing, you can access patient eligibility, complete medication histories and preferred drug list information at the point of care. ePrescriptions can also help prevent medication errors and improve quality. They are easy, convenient for your patients and completely secure. The Medicare Improvement for Patients and Providers Act requires ePrescriptions for Medicare patients beginning in 2012. Those who begin electronic prescribing today will receive bonus incentives from Medicare. So now is a great time to start!

Here's what you need:

- An Internet connection or wireless service plan in your office
- ePrescribing software
- Your choice of hardware (desktop, laptop or handheld wireless device)

To learn more about ePrescribing, visit the Provider's area of our Web site at www.SouthCarolinaBlues.com and select the Electronic Prescribing link under Prescription Drug Information.

BlueCard Reminder

Always file claims for members with the PAI alpha prefix with carrier code 401.

These are not members of PAI, the third party administrator (TPA), and therefore do not have coverage benefits under that group.

You may re-file any denied BlueCard, PAI alpha prefix claims that were filed to the PAI third party administrator.

When to Use the -25 Modifier

Use the -25 modifier if you are seeing a patient for one condition, but the patient presents a totally different problem that you must also address during the visit. Or, if the condition for which you were providing the original service prompts the E/M service. Here are some examples:

- A child comes to a pediatrician's office for a well-child visit but also complains of a sore throat. Since the pediatrician is seeing the child for a well-child checkup, he or she should append the -25 modifier to the E/M code that applies to the sick visit.
- An orthopedic surgeon sees a patient for knee pain and administers an injection. While there, however, the patient also complains of wrist pain that is associated with carpal tunnel syndrome. The surgeon should append modifier -25 to the E/M code.

Filing Corrected Claims

Remember to use the Claim Notes field on electronic or Web submissions to state exactly what changed on your corrected claim submissions.

We train our processors to view your changes from that field in order to process your corrected claim timely and accurately.

We strongly discourage providers from filing corrected claims via hard copy submissions. You may experience a quicker claim resolution and eliminate administrative steps by submitting your claims electronically.

Also, electronic claim submissions make for a greener planet!

Suggestions, Please!



What More Can We Say?

This newsletter is for you. If there is a topic you would like for us to cover, let us know! We are committed to finding better ways to serve you.



Raising the Bar

P A R T N E R S H I P S Y Y D
 L F D I Q E D U C A T I O N W
 Y O N K Y X H U W I U B D H M
 U H O K K S M R M J E N N B R
 L L I B R E P U S C H P L E V
 I M T J H Y D E U W G U Y S B
 F I C P W J N I U N E V J S J
 J M A R Y B Q I O C E F F E F
 R M F O C K J Z A W P W P C U
 G R S V D S R R P B E Z S C E
 Y E I I O A D V O C A T E U K
 T T T D L O N M W V W L B S K
 Z N A E M A O Y T E H Z C X H
 J E S R V Q W Z E C I V R E S
 Y C T T D P E U Q H A B M T Y

ADVOCATE
 PROVIDER
 EDUCATION
 SERVICE
 SATISFACTION
 SUPERBILL
 MIM
 MRM
 NEWS
 CENTER
 PARTNERSHIP
 BLUECARD
 SUCCESS

If you have any questions regarding the information in this newsletter, please e-mail us at Provider.Education@bcbsc.com.



Provider Spotlight

In each issue we recognize exceptional providers whose hard work exceeds standards. We are not alone in our quest to move forward in our business practices, strategic planning and company initiatives. So this month, we take our hats off to the following providers:

University Medical Associates Charleston, SC

This group filed almost 4000 electronic claims and 0 paper claims in one month. Their current EMC rate is 100 percent!

Upstate Carolina Radiology Greenville, SC

This group filed almost 10,000 claims electronically and their current EMC rate is 99.1 percent! They filed less than 100 hard copy claims in a month.

Florence Radiological Associates Florence, SC

This practice has an EMC rate of 99.6 percent due to the 5000 electronic claims they filed in one month.



Great Job!

Medical University Hospital Charleston, SC

This facility filed over 15,000 claims in one month. Less than 300 of them were paper!

Greenville Memorial Medical Center Greenville, SC

This facility's EMC rate is currently 98 percent because of the almost 9000 claims they filed in one month. Less than 150 claims were hard copy.

These providers have figured out that they can file any claim electronically. You can submit professional, institutional, secondary and corrected claims either through your vendor or through our Web site. If you would like us to help you increase your EMC rate, contact your Provider Education representative.

We congratulate these providers and encourage them to continue to move forward!



Curriculum Available

Visit the Workshop Section of our Web site for the complete Palmetto Provider University curriculum. Webinars are scheduled through June 2010. Topics include BlueCard, Claims Filing, My Remit ManagerSM and My Insurance Manager. You can register for classes on our Web site:

<http://www.southcarolinablues.com/providers/educationcenter/workshops/palmettoprovideruniversity.aspx>

The 2010 Benefit Update Meetings Were a Success!

We conducted Regional Benefit Update Meetings in Charleston, Florence, Greenville and Columbia in December. The Education staff loaded up their cars and took a three-hour workshop on the road, visiting almost 1000 providers within the state. Providers enjoyed the intimate settings and appreciated the condensed, concise material. Check our Web site soon for the presentation in case you missed it! Thanks to all the providers who attended and made our workshops a success!

Meet Your Provider Advocates!



Rodessa Mitchell Jenne Williams Tiffany Singleton Teosha Harrison Brandon Saxon

Ever wonder who is on the other end of the phone or who's responsible for those quick and accurate e-mail responses?

Here is our dedicated staff. They include hard-working internal and external provider representatives, dedicated hospital managers, a support staff and a great management team that works tirelessly to ensure all of your concerns are resolved. To reach any of the Provider Education staff, contact Provider.Education@cbssc.com.



Donese Pickney Contessa Struckman O. Gerard Droze Crystal Spratt Shonda Ball Mary Ann Shipley Karmen Frazier Adianez Leal

If you have any questions regarding the information in this newsletter, please e-mail us at Provider.Education@cbssc.com.