

## July 2014

Please distribute this newsletter, which contains claims, billing, Medical Policy, reimbursement, and other important information, to all health care providers, administrative staff, and billing departments/entities. This version of Blue Review is based on the electronic version that was distributed on July 3, 2014 but because it is a summary copy, **it may not have all the information contained in the electronic version. To sign up to receive the Blue Review electronically, complete the [request form](#) that can be found at [bcbsok.com/provider](http://bcbsok.com/provider).**

You can find *Blue Review* online at [bcbsok.com/provider/news](http://bcbsok.com/provider/news).

## News & Updates

### The Affordable Care Act and the Multi-state Plan Program

Blue Cross and Blue Shield of Oklahoma (BCBSOK) is participating, along with other Blue Plans, in the Multi-state Plan Program (MSPP). The Affordable Care Act (ACA) created the MSPP to provide consumers with additional health care choices on the Health Insurance Marketplaces (Exchanges).

#### What is the MSPP?

The MSPP is operated by the U.S. Office of Personnel Management (OPM) and is designed to increase consumer options on the Exchanges. Payers participating in the MSPP are contracted with the OPM. Plans that are approved by the OPM qualify to be sold on the Health Insurance Marketplaces. MSPP eligibility requirements are similar to that of a qualified health plan (QHP) and plans with standard levels of coverage must be offered.

#### Are there different steps providers must follow for patients with multi-state plans?

Before rendering services for patients with multi-state plans, you should complete the same steps you would follow for any other patients, such as:

- Ensuring patients' plan are in the network for which you are contracted;
- Checking patients' BCBSOK ID card;
- Checking patients' eligibility and benefits online through Availity™, or if unable to check online, by calling the number on the back of their ID cards; and
- Helping to ensure patients are referred to in-network providers by using the BCBSOK Provider Finder®.

[Review a sample of an MSPP card](#). Please note: There are three different MSPP plan names: Premier, Solution and Basic. Your ID card may have a different plan name, this is just one example.

*Blue Review* will continue to be a source of information about BCBSOK products and networks. You can also [visit the OPM's MSPP web page](#). To monitor the latest announcements, check the [News and Updates](#) section of our website.

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*questions about the products or services offered by such vendors, you should contact the vendors directly.*

## **Introducing Electronic Provider Access for Out-of-area Members**

Effective July 19, 2014, Electronic Provider Access (EPA) will be available to Blue Cross and Blue Shield of Oklahoma (BCBSOK) independently contracted providers who are registered Availity® Web portal users. EPA will enable you to initiate online pre-service reviews for out-of-area Blue Plan members, just as you do now for our local members.

The term “pre-service review,” as used with EPA, refers to benefit preauthorization, pre-certification, pre-notification and prior approval functions. Conducting a pre-service review is not a substitute for checking eligibility and benefits.

You will be able to initiate online pre-service reviews via the Authorizations link under the “Auths and Referrals” menu on the Availity Web Portal. Upon entering the three-character prefix from a member’s ID, you will be securely routed from Availity to the EPA landing page on the member’s home plan portal.

### **Attend a Webinar to Learn More**

BCBSOK is hosting webinars in July and August to provide you with an overview of EPA. You will learn how to help maximize EPA functionality, such as enabling online medical/surgical and behavioral health benefit preauthorizations. This is done by enrolling for single sign-on from Availity through a tool called Aerial™ iExchange® (iExchange).

**To register now, select your preferred date and time from the list below.**

- [July 8, 2014](#), 10 to 11:30 a.m., CT
- [July 24, 2014](#), 2 to 3:30 p.m., CT
- [Aug. 5, 2014](#), 2 to 3:30 p.m., CT
- [Aug. 21, 2014](#), 10 to 11:30 a.m., CT

For details on registration with Availity, visit [availity.com](http://availity.com). Additional information on [iExchange](#) is available on the BCBSOK provider website. Also watch the [News and Updates](#) section of our provider website, as well as upcoming issues of *Blue Review* for announcements and related resources.

*Depending on differing implementation schedules, EPA may not be available for some Blue Plans.*

*Please note that verification of eligibility and benefits information, and/or the fact that any pre-service review has been conducted, is not a guarantee of payment. Benefits will be determined once a claim is received and will be based upon, among other things, the member’s eligibility and the terms of the member’s certificate of coverage applicable on the date services were rendered.*

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## Supporting Appropriate Use of Prescribed Controlled Substance Medications

The Blue Cross and Blue Shield of Oklahoma (BCBSOK) Pharmacy Program includes initiatives to help educate members on the importance of taking medications as prescribed. Members are advised to follow their physicians' instructions, in accordance with the individualized treatment plan that is developed for each member. BCBSOK recognizes that additional support may be needed to help monitor appropriate use, particularly for patients with prescribed drug therapy regimens that include controlled substances.

Effective June 30, 2014, our Controlled Substance Program will be enhanced to include new criteria aimed at identifying members with controlled substance utilization patterns that may indicate potential abuse, misuse or improper utilization. As part of this program, BCBSOK care management teams will work together and also involve providers to help develop action plans that support our members' care. For example, a plan of action may include applying quantity limits for identified members. Additionally, BCBSOK may assist with coordination of care for complex cases where members may be receiving care from multiple physicians.

## Second Quarter 2014 Pharmacy Optimization Initiative Highlights

In the second quarter of 2014, Blue Cross and Blue Shield of Oklahoma (BCBSOK) focused on the expansion of several clinical pharmacy programs. There was an emphasis on identifying patients with potential drug therapy concerns related to the safe and effective use of medications.

As part of the BCBSOK pharmacy optimization initiative, we are posting a summary of recent enhancements on our provider website at the end of each quarter. Topics for the second quarter summary include:

- GuidedHealth® program updates
- Medication adherence program expansion and move to new platform
- Controlled substance program enhancement
- Pharmacy program reminders and helpful resources

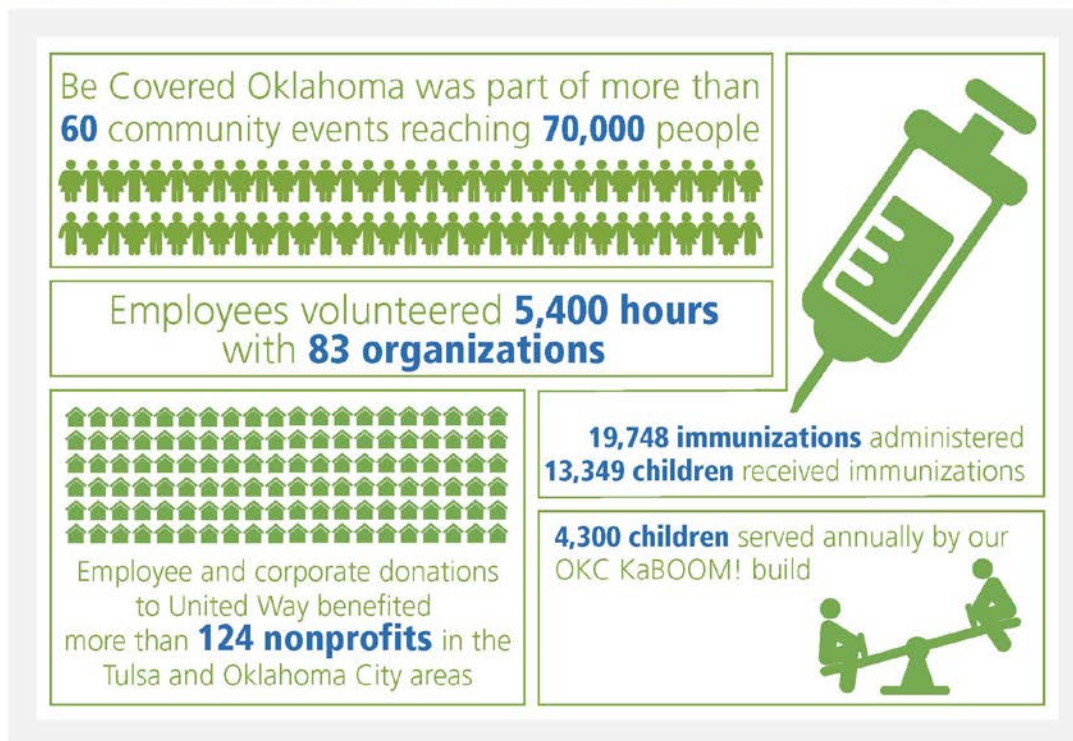
Watch for the Pharmacy Optimization Initiative second quarter highlights in the News and Updates section of our website at [bcbsok.com/provider](http://bcbsok.com/provider). A link to the second quarter highlights will be available soon on the home page of our provider website.

*GuidedHealth is a registered trademark of Prime Therapeutics LLC (Prime), a pharmacy benefit management company. BCBSOK contracts with Prime to provide pharmacy benefit management, prescription home delivery and specialty pharmacy services. BCBSOK, as well as several other independent Blue Cross and Blue Shield Plans, has an ownership interest in Prime. BCBSOK makes no endorsement, representations or warranties regarding GuidedHealth or any of its services or products. If you have any questions about this product or services, you should contact Prime Therapeutics LLC directly.*

## Demonstrating our Commitment to BCBSOK Communities

Blue Cross and Blue Shield of Oklahoma (BCBSOK) is pleased to share our 2013 Social Responsibility Report [bcbsok2013srr.com](http://bcbsok2013srr.com). This year's report captures the passion and commitment that our employees exhibited in 2013 as they worked to make a difference in their communities. Through personal stories and compelling videos, this report highlights the efforts BCBSOK employees made in:

- Community giving
- Volunteerism
- Diversity and inclusion
- Sustainability
- Ethics and integrity
- Promoting health and wellness



You can review the 2013 Social Responsibility Report at [bcbsok2013srr.com](http://bcbsok2013srr.com). Throughout the neighborhoods we serve, BCBSOK will continue to collaborate with health care institutions and community groups to promote ongoing health and wellness initiatives.

### In Every Issue

#### Featured Tip: New on Availability®: Option to Contact BCBSOK

We'd like to take this opportunity to thank you for making electronic options your first choice when conducting business with Blue Cross and Blue Shield of Oklahoma (BCBSOK).

We know that sometimes, however, personal assistance is needed. That's why we're pleased to introduce a convenient new service for registered users of the Availability Web portal when eligibility and benefits inquiries are initiated but cannot be completed online.

If the benefit information you need is not available upon selecting **View Details\***, you'll see a new option called **Speak to an Agent**. This option enables priority access to the next available BCBSOK customer advocate, during normal service hours.

#### Here's how it works:

- You will see an orange **Speak to an Agent** button, when this option is available
- You will be prompted to contact BCBSOK and enter your reference ID number
- Once we identify the patient, you will be routed to the next available customer advocate, bypassing our standard automated phone system

\*As a reminder, **View Details** should be used for every transaction to obtain important information on the benefit requested. This option is available at the top and bottom of the Eligibility and Benefits Summary Results page on the Availity Web portal. Also, when requesting benefits on Availity, always select the benefit service type that most closely identifies the services to be rendered (i.e., select “Physician Visit – Office: Sick” for a sick office visit in lieu of *Health Benefit Plan Coverage*). This will ensure you are getting the most accurate and complete returns.

*Verification of eligibility and/or benefit information is not a guarantee of payment. Benefits will be determined once a claim is received and will be based upon, among other things, the member’s eligibility, any claims received during the interim period and the terms of the member’s certificate of coverage applicable on the date services were rendered.*

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## In the Community: Don’t Miss the Third Annual ‘First Mile’ Event on July 7



Have you ever wanted to run, but didn’t know where to begin? This month, you can start a running training program, and you don’t have to do it alone. The Williams Route 66 Marathon is partnering with Fleet Feet Sports Tulsa for the “First Mile” event on Monday, July 7. Join local walkers and runners of all levels as they commit to a life-changing experience and prepare for the Williams Route 66 Marathon on Nov. 22-23.

The First Mile festivities begin at 6 p.m. at Fleet Feet Tulsa’s store in the Blue Dome District, located at 418 E. 2nd Street. Participants can walk or run one to four miles, depending upon their training level.

The family-friendly kick-off party will also include free food, water inflatables, a band at the finish line, and a meet and greet with celebrity runner Bart Yasso, Chief Running Officer at *Runner’s World* magazine.

Guests will be able to learn more about Fleet Feet Tulsa’s various training programs and purchase official training gear for the [Williams Route 66 Marathon](#).

Fleet Feet Tulsa is the official training program of the Williams Route 66 Marathon, presented by Blue Cross and Blue Shield of Oklahoma.

Group programs are available to prepare both walkers and runners to participate in the following Route 66 Marathon events on Nov. 22-23:

- Marathon (26.2 miles)
- Half Marathon (13.1 miles)
- Marathon Relay (approx. 5 miles/leg)
- 5K Run and Walk (3.1 miles)



- 1-Mile Run and Walk

To learn more about Fleet Feet Tulsa's training programs, visit [fleetfeettulsa.com](http://fleetfeettulsa.com).

Also, don't forget: members get a 10 percent discount on all race events by using the discount code. The discount code can be accessed by BCBSOK members by logging on to

## Web Changes

- Added [Clinical Practice Guidelines Page](#) to Clinical Resources tab
- Added [Medicare Crossover Claims Submission Reminder](#) article to Education and Reference Center/News and Updates page
- Updated [New on Availity: Option to Contact BCBSOK](#) to Education and Reference Center/News and Updates page
- Added [Coming Soon: Electronic Provider Access Tool for Out-of-area Members](#) to Education and Reference Center/News and Updates
- Added [CMS National Partnership to Improve Dementia Care in Nursing Homes](#) to Education and Reference Center/News and Updates and Pharmacy Program/Medicare Part D Updates
- Added [NDC July 2014 Fee Schedule](#) to the Secure Provider Portal on the home page of the BCBSOK provider website
- Updated [Electronic Refund Management \(eRM\) Webinar Training Schedule](#) to Education and Reference Center/Tools
- Added [June 2014 Blue Review](#) to Education and Reference Center/News and Updates
- Added [Remittance Viewer information](#) to Education and Reference Center/Provider Tools
- Added [Cardiac Article](#) to Standards and Requirements/Affordable Care Act/Risk Adjustment

## BCBSOK Online Provider Orientation

The "[Online Provider Orientation](#)" is a convenient and helpful way for providers to learn about the online resources available to them.

## Medical Policy Reminder

Approved new or revised HCSC Medical Policies and their effective dates are posted on the BCBSOK website the first day of each month. These policies may impact your reimbursement and your patients' benefits. You may view all active and pending Policies or view draft Medical Policies and provide comments. These can be accessed on the Standards and Requirements page of our Provider website. While some information on new or revised Medical Policies may occasionally be published for your convenience, please visit [bcbsok.com/provider](http://bcbsok.com/provider) for access to the most complete and up-to-date information.

## Training Schedules

[ICD-10](#)

[eRM Training](#)