



Regence BlueCross BlueShield of Utah is an Independent Licensee of the Blue Cross and Blue Shield Association

General Provider Services Information

1 (801) 333-2600 or
Toll free 1 (800) 621-2155
Choose option 6 then option 1

Customer Service

1 (801) 333-2100 or
Toll free 1 (800) 624-6519

Provider Service Representative for Utah:

Loretta Eline, 1 (801) 333-5482

DENTAL NEWS

Dental News is produced by the Marketing Communications Department of Regence BlueCross BlueShield of Utah, 2890 East Cottonwood Parkway, Salt Lake City, Utah 84121-7035. It contains information for Regence BlueCross BlueShield of Utah dental providers. Information is provided by the Provider Services Department. For questions or additional information, contact the Provider Services Department at (801) 333-2600, toll-free 1 (800) 621-2155 or e-mail utahprovrel@regence.com. Editor: Loretta Eline.



Regence BlueCross BlueShield of Utah is an Independent Licensee of the Blue Cross and Blue Shield Association

Mail Stations 26
P.O. Box 30270
Salt Lake City, UT 84130-0270

Address Service Requested

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
TACOMA, WA
PERMIT NO. 437



DENTAL NEWS

www.ut.regence.com/provider

May 23, 2008 – National Provider Identifier (NPI) is here!

Regence has been requiring the submission of your National Provider Identifier on all electronically submitted claims since March 1, 2008. Through May 22, 2008, as part of the dual-use period, you can also continue to submit your Regence provider identification number with your NPI. Effective May 23, 2008, the dual-use period ends and only an NPI can be used to identify the provider or facility on an electronically submitted claim, along with your tax identification number.

If you are submitting your claims on paper, we strongly urge you to obtain and use an NPI on your paper claim submissions. You can, however, continue to submit with both your NPI and Regence provider identification number, with an NPI only or a Regence provider identification number only after May 23, 2008.

Some important reminders:

- A tax identification number is a required data element before and after May 23, 2008 for both electronic and paper claim submissions.
- Check the NPI listed on your payment voucher. You can avoid payment delays on the May 23rd NPI implementation date if you take the time now to verify that the NPI appearing on your voucher is the NPI you will be billing with after implementation. If you do not see the NPI number or it is different from the one you are using please contact your dental representative.

Need more information?

Providers can apply for an NPI online at <https://nppes.cms.hhs.gov> or call the NPI enumerator to request a paper application at 1 (800) 465-3203. More information and education on the NPI can be found through the CMS NPI page at www.cms.hhs.gov/NationalProviderStand or by viewing Regence NPI information on our *Provider Web Site*.

Contents	May 23, 2008 - National Provider Identifier (NPI) is here!	1	Regence Online Services for Health Care Providers can save you time	4
	New State Employees ValueCare Plan	2	Personal Health Care Records now available to all members	4
	Encore, Expressions and Radiance membership grows	2	Consumerism in health care reaches tipping point	5-6
	REMINDERS	3	Developing a healthier community at MyRegence.com	7

New State Employees ValueCare Plan

Regence BlueCross BlueShield of Utah has been awarded a portion of the State of Utah Public Employees Health Plan (PEHP) effective 7-1-08. The dental plan will be in effect for a 3 year period and will be offered along side the PEHP traditional and preferred dental plans.

This plan will utilize our ValueCare network and reimbursement and will consist of approximately 12,500 members. All ValueCare providers will be paid direct when treating these members.

A summary of the benefits are as follows:

- *\$1500 Calendar Year annual maximum*
- *\$500 Calendar Year & \$1500 lifetime maximum for Orthodontic services*
- *\$0 deductible if ValueCare provider utilized; \$50 deductible (waived for diagnostic and preventive services) when a non ValueCare provider utilized*
- *100% diagnostic & preventive services*
- *80% restorative services*
- *50% major services and orthodontics*

If your office is not signed up as a ValueCare provider, you may want to consider joining. Participating in the ValueCare network will assist your patient's in keeping their out-of-pocket expenses to a minimum. For an application for the ValueCare plan and a list of the allowed amounts, please call Loretta Eline, your Provider Consultant @ 801-333-5482.



Encore, Expressions and Radiance dental products - Attention orthodontic offices

A number of employer groups have chosen one of the new Encore, Expressions and Radiance plans that became available November 2007. As of February 2008, 1024 members currently have dental coverage under one of these new plans. Our December 2007 issue of the Dental News provided some background information about the plans and a sample of the member ID card.

If a patient is covered under one of our new dental products and has orthodontic coverage, your office will be required to submit claims to our office for the monthly charges to receive payment. The new claims system which is utilized to process claims for these new plans, does not have the capability to automatically create monthly payments based on your treatment plan.

To assist your office in determining if you patient is covered by one of the new plans, check the member ID card. If there is a picture of a toothbrush on the back of the card, that patient is covered under one of these dental plans.

NOTE: Automatic monthly payments will continue for all other dental plans.

REMINDERS

X-rays no longer required.

Effective January 1, 2008 Regence no longer requires X-rays to be submitted for any dental services.

Needless submission of X-rays can increase claim process time resulting in possible delay of payment. Regence no longer returns supporting documentation, including X-rays that have been submitted.

Please do not submit an X-ray for claims processing unless it has been specifically requested.

If an X-ray is requested for claims processing, please submit duplicate X-rays only. They should be of diagnostic quality and properly identified, dated and labeled "left" or "right".

Electronic billing of claims

Please do not re-bill electronic claims until you have called our customer service department to make sure we have not received it. We have been receiving large volumes of duplicate claims. These duplicate submissions have to process just like all other claims and impact the timeliness of processing and paying the first time received claims. The Customer Service number is listed on the back of this newsletter.

Regence Life & Health offers Individual dental plans

Freedom to make choices and rewards for taking care of yourself. That's the inspiration behind Regence Life & Health's two, new dental plans.

Individual Dollar-Based Dental puts the member in control of their dental health dollars. The plan is dollar-based -- a unique departure from traditional procedure-based coverage. The member can spend their benefit dollars almost any way they choose, on care that's important to them and their family. Each year the member has an exam and cleaning, they are rewarded with an increase in their annual maximum the following year.

- No deductibles.
- No limitations or exclusions for covered services, except orthodontia, teeth bleaching and veneers.
- Six month waiting period for all services.
- Annual Benefit Maximum increases \$250 each year for the first 4 years provided that the individual has received at least one exam and cleaning in the benefit year.
- Plan pays 100% of the first \$150 of care, 80% of the next \$500 of care and 50% of remaining care until Annual Benefit Maximum is reached.
- Optional Vision Rider available: \$150 in services and/or hardware every 24 months.

Individual Incentive Dental offers immediate access to quality, affordable dental care. The plan is procedure-based, but unlike traditional dental plans the member is rewarded for receiving routine preventive care. Each year that the member visits the dentist for an exam and cleaning, they are rewarded with an increase in their annual maximum the following year.

- No waiting periods.
 - \$50 deductible (exam & cleaning excluded)
 - Annual Benefit Maximum increases \$250 each year for the first 4 years provided that the individual has received at least one exam and cleaning in the benefit year.
 - Reimbursement levels are 80% for preventive, 60% for restorative and 30% for major services to start.
 - Optional Vision Rider available: \$150 in services and/or hardware every 24 months.
- **Reimbursement levels also increase 10% each year for the first 3 years provided that the individual has received at least one exam and cleaning in the benefit year.

For more information, please visit Regence Life & Health's website at <http://www.regencelife.com/section.cfm?wSectionID=3> or directly contact Regence Life & Health at **1-888-REGENCE (734-3623)**.

Regence Online Services for Providers can save you time

Regence Online Services for Providers is a free and secure Web-based tool that allows dentists and other health care professionals to access and input information for most Regence members. It is easy to learn and use.

This online tool allows your office to:

- Verify Regence patient benefits and eligibility
- Review the status of submitted claims and payment information
- Search for providers

The following additional features are available for only your Encore, Expressions and Radiance patients:

- View limited benefit information, including some benefit limitations and accumulation amounts
- Search for claims by claim number
- Search for payment vouchers

Registered users can also use Regence Online Services to verify medical eligibility and claim information for out-of-state members of other Blue Cross and/or Blue Shield Plans.

Registration is quick, easy and free. Simply determine who in your organization or office will act as your Site Administrator, and complete an online application form at <http://www.ut.regence.com/provider/regenceOnlineServices/index.html>.

You will then receive an Organization Access Identification (OAID) from Regence by e-mail, which will allow users at your office or organization to self-register online for access to your account.

Regence Online Services for Providers is available Monday through Saturday and Sunday (except from 9 a.m. to 1 p.m.)

Regence Online Services for Providers offers information and resources that support you in doing what you do best—caring for your patients. For more information, visit <http://www.ut.regence.com/provider/regenceOnlineServices/>.

Personal Health Records (PHRs) now available to all members

Regence is dedicated to providing our members with resources and tools to enhance their health care experience. In the April 2007 issue of Dental News, we notified you that Personal Health Records (PHRs) were available to Regence employees and members of select employer groups. At the end of 2007, PHRs became available to all Regence members on our secure member Web site, myRegence.com.

We define PHRs as “any secure application that enables members to create, review, annotate or maintain a record of any aspect of their health.” This includes immunizations, medications, known allergies, health conditions, and provider and emergency contact lists. PHRs are secure files, created and maintained by the member.

In addition to creating their own PHR, members can create a PHR for any child under the age of 13 who is covered on a Regence policy. Due to HIPAA regulations, children 13 and over can create their own PHR or give permission to a parent or guardian to create one on their behalf. Relevant information can be printed and shared with the child’s physicians, schools, coaches or caregivers.

PHRs allow a comprehensive view of your patients’ health information. This tool can improve overall management of multiple diseases or health concerns. The information the patient shares may contain health history and diagnoses, health assessments, orders for tests and current medications—information that can help reduce redundancies or complications in treatments and diagnostic tests.

We will keep you informed about enhancements to this member tool in upcoming issues of Dental News.

Consumerism in health care reaches tipping point

By Jeff Robertson, MD
Executive Medical Director, Regence

It wasn't long ago that the Internet was a new frontier—a cyber-world of information previously undiscovered. Today, the Internet is part of nearly every aspect of our lives. We socialize, get news, shop, pay bills and bank online. In this new era, the ease of access to information has spurred a movement of consumerism touching nearly every industry.

Until recently, health care had been one of the few exceptions in this movement of online consumerism. But it doesn't take more than a few mouse clicks to realize this is changing; we are at a tipping point. Quality and cost information are becoming more readily available online and, in the era of Zagat, Yelp and Angie's List, conversations about health care experiences that used to occur over the backyard fence are taking place online. Social networks created on the Web inform our personal health care decisions more than ever before.

Well-informed patients are more likely to be engaged in their own health care. This involvement is key to transforming the health care system. Our goal is to provide our members with online tools that bring information to them quickly, easily and efficiently, so they can use it to weigh the value of health care choices.



Consumerism in health care reaches tipping point

continued from page 5



Jeff Robertson, MD

This spring, we will launch the first of these tools—the Member Feedback feature—giving Regence members the opportunity to provide feedback on their experiences with individual providers, including physicians, dentists, other health care professionals and facilities.

In evaluating whether Regence would pursue member feedback as part of our information transparency efforts, the primary drivers were our members' demand for this information and the reality that member-to-member dialogue is not only where the market is moving, it is already here. Regence is certainly not the first entity or insurer giving members the ability to share information with one another online. Health insurers including Wellpoint, Aetna and UnitedHealthcare have announced their own programs, as have Internet giants such as Microsoft, Yahoo and Google. Thousands of patients are already using and submitting feedback on provider office visits through consumer Web sites like RateMDs.com and Revolution Health.

Our goal in sharing member feedback information is to create a venue for our more than three million members to support, engage and dialogue with one another. This feature is not intended to be a substitute for the important dialogue that occurs between doctors and patients. This is simply about members and their experiences, or as I like to say, “by the people, for the people.”

As with any change, the more you know, the better prepared you are. We have chosen to embrace this shift in Web culture and health care consumerism and look forward to the positive impacts shared patient satisfaction information can have for our members and the health care system as a whole.

Should you have questions or comments about the launch of the Member Feedback feature, please contact your provider consultant or e-mail us at providerfeedback_ut@regence.com.

Developing a healthier community at myRegence.com

When it comes to exercising, eating healthier, parenting and navigating the health care system—we, as a community, can use all the help we can get. Now Regence members can find even more ways to connect with other members of our community through our member online environment at **myRegence.com**, powered by the Regence Engine.

Using the message boards in the new My Community section, members can reach out and speak with other members online about many compelling health-related topics. Members may also chat with experts on subjects that include healthy cooking, weight training, health benefits and motivational goal-setting.

All message board posts are screened by My Community moderators. Moderators are not only active members of My Community—keeping conversations lively and on topic—they point members to other areas of the site, provide a professional opinion and answer customer service questions.

In addition to growing the community, **myRegence.com** continues to evolve into a more robust health information resource for members with even more articles, videos and podcasts on a variety of health related topics. Members can stay connected with **myRegence.com** Message Center and Newsletter.

Message Center

Regence recently launched a Message Center section on **myRegence.com**, allowing members secure e-mail access to our Customer Service and Health Care Services departments. Message Center allows members to communicate directly with Regence to get answers to questions about coverage, advice about their health and find resources to better understand and navigate the health care system. All questions and correspondence through the Message Center are addressed within two business days.

Newsletter

Members registered on **myRegence.com** can now receive an online newsletter. This HTML semimonthly newsletter has up-to-date information about health related topics, as well as information on any new programs or tools available on **myRegence.com**.

A demonstration of myRegence.com is available on our Provider Web Site at: www.ut.regence.com/provider

