

# Regence

## r e p o r t

A Publication for Participating Health Care Professionals, Hospitals and Facilities  
December 2002



### INSIDE

BlueChoices

What's Changing

### NEW KIND OF HEALTH COVERAGE OFFERED

Regence BlueCross BlueShield of Utah is pleased to announce the creation of a unique new health care plan called BlueChoices. BlueChoices separates the connection between health care provider networks and level of coverage, so employers and employees have more control over what's covered and the cost. Employers choose the benefit range they want to offer, ranging from basic, low-cost insurance to high-end coverage. They then offer employees a choice of the physician and hospital network that meets their needs. Once an employer defines company contribution, employees can then have the option to "buy up."

In the BlueChoices program, network choices include BlueCross BlueShield "Traditional" with 42 hospitals and 3,300 physicians; ValueCare (PPO) with 34 hospitals and 3,150 physicians and HealthWise (HMO) with 23 hospitals and 2,650 physicians. Benefit choices include BlueEssentials for complete coverage that is simple and affordable; BluePreferred for preferred coverage with maximum choice and variety and BlueClassic for premium coverage for ultimate security. The BlueChoices concept allows employers to choose from 54 different combinations of network and benefit design.



New subscriber ID cards will be distributed showing the benefit choice—either BlueEssentials, BluePreferred, or BlueClassic

### WHAT DOES THIS MEAN TO YOU?

BlueChoices will be in the marketplace beginning January 1, 2003. At that time, you will begin seeing an additional Regence BlueCross BlueShield of Utah identification card from some of your patients. You will also continue to see the familiar Regence BlueCross BlueShield of Utah, ValueCare and HealthWise identification cards.

If you currently participate in any of the Regence BlueCross BlueShield networks, your participation status will not change. If you wish to participate in a network you are not already a part of, please contact your Provider Relations consultant.

Copayments within this program will vary according to the type of service received, and determining a member's copayment is as easy as looking at the ID card. Should you have any questions regarding BlueChoices, please contact your Provider Relations consultant. If you are interested in BlueChoices for your own office, please contact Marketing at (801) XXX-XXXX.

## REGENCE BCBSU NEW PARTICIPATING PHYSICIAN AGREEMENT

In February 2002 the new Participating Physician Agreement and any addenda for the affiliated networks were mailed to all participating physicians.

It is important to note that those physicians who have not returned their Participating Agreements were terminated from our networks effective November 1, 2002.

If you have questions regarding whether you continue to be a Participating Physician, or if you need assistance, please contact your Professional and Provider Relations consultant, or call our Professional and Provider Relations department at (801) 333-2600, toll free at (800) 621-2155, or e-mail us at [utahprovrel@regence.com](mailto:utahprovrel@regence.com).

## HIPAA COMPLIANCE UPDATE

The Regence Group is committed to keeping our physicians and other health care providers informed of our progress to comply with the mandates of the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"). Here's an update of our efforts toward compliance:

- The Regence Group has established a dedicated HIPAA Program Management Office ("PMO") which is responsible for achieving overall HIPAA readiness. The PMO developed an enterprise-wide HIPAA compliance plan and prepares monthly status reports for Executive Staff, the HIPAA Oversight Committee and, periodically, the Board of Directors.
- The Regence Group filed for an extension of the deadline originally set by HIPAA mandating standardized transactions and code sets across the industry. The original compliance date for transactions and code sets was October 16, 2002. In December 2001, President Bush approved a one-year extension (House Rule 3323 ["HR 3323"]). Covered entities were required to submit a compliance plan to the department of Health and Human Services ("DHHS") to be granted the extension and use the additional time to build, test and successfully implement the transactions and code set requirements. HR 3323 also requires that the compliance plan include a testing phase to begin no later than April 16, 2003.
- Final security regulations have not yet been released. However, we are actively implementing changes based on the proposed regulations and are in support of the privacy regulations.
- Our privacy efforts are in full force. We have hired a corporate privacy officer who has developed a corporate-wide privacy policy.
- To date, most management staff in Idaho, Oregon, Utah and Washington have received HIPAA privacy awareness training. The privacy team has completed a detailed assessment to identify any gaps between The Regence Group's privacy policy and our current business practices. The privacy team has developed procedures for bringing each department into full HIPAA privacy compliance. These implementation efforts are currently underway and The Regence Group will be in full compliance with the privacy regulations by April 14, 2003.
- The Regence Group will provide updates and information regarding our progress in future communications. Look for information on our Provider Web site at [www.ut.regence.com](http://www.ut.regence.com).

If you have any questions regarding training or information about HIPAA compliance, please contact your professional organization. The regulations can be found at the DHHS administrative simplification Web site at [aspe.hhs.gov/admsimp](http://aspe.hhs.gov/admsimp).

This update is the first in a series designed to keep you informed about the status of our compliance efforts. It is not intended to be an interpretation of the various regulations, nor is it intended to replace the advice and counsel of your legal advisors.

If you have questions regarding The Regence Group's HIPAA implementation activities, please contact your Provider Relations consultant.

## *What's* Changing

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### COCHLEAR IMPLANTS NOT COVERED

As clarification, routine hearing examinations, cochlear implants, programs, or treatment for hearing loss, including but not limited to hearing aids (internal or external); implantable hearing aids and the surgery and services necessary to implant them are not a covered service in any Regence BlueCross BlueShield of Utah subscriber contract. If you have any questions about these exclusions, please contact your Provider Relations consultant.

### PROVIDER RELATIONS CONSULTANT TERRITORIES

Recently, Regence BCBSU Provider Relations consultants territories were changed. Listed below are the Provider Relations consultants and the areas they are responsible for covering. Please don't hesitate to contact them at (801) 333-2600 if you have any questions.

Marjorie Allen—TRICARE/CHAMPUS for entire state  
Christie Hollingshead—West of I-15 including Tooele County  
Sandra Killian—1300 South North to Davis County  
Joyce Kim—East of I-15 including Summit County

Tawna Morris—Utah County and South to state border  
Patricia Ostler—Davis County and North to state border  
Lisa Woolsey—Ancillary providers for entire state

### ATTENTION PROCLAIM USERS

In response to the need for certain changes to the content and procedures initiated by HIPAA for the handling of submission of electronic claims, a concentrated rewrite effort is underway to the Proclaim program by Regence BlueCross BlueShield of Utah. The new Proclaim will be updated to a full Windows GUI compatible program and will continue to be a dial-up method of data communications with a faster and more stable communications environment. We anticipate that less hands-on time will be required for program maintenance since the difficulties encountered in the present versions of Proclaim, operating as a DOS-based program in a Windows environment, will be overcome by the upgrade to full Windows functionality.

Contrary to what you may have heard regarding the demise of Proclaim, the efforts outlined above indicate just the opposite for the near future. You should not, however, rely solely on an updated Proclaim system to ensure HIPAA compliance by October 2003. You may want to investigate obtaining a one-year extension until October 2003. Certain information and documentation will be required from your office to obtain the extension. For instructions and additional information you may visit the CMS Web site at [www.cms.hhs.gov/hipaa](http://www.cms.hhs.gov/hipaa). Please be aware that certain improvements might need to be made to your hardware. Please contact John Welsh at (801) 333-5482 if you have any questions regarding the new Proclaim.

The above information shall not be interpreted as modifying any agreement between you and Regence or any of its vendors. It in no way obligates Regence to provide your office with the new Proclaim system and is not an express or implied warranty by Regence with regard to information, products or services supplied to you by Regence.

## *Administrative* and Billing Information

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### QUICK CLAIMS FILING TIPS: BORDER COUNTY, MULTIPLE CONTRACT PROVIDERS

Do you practice in an area that borders another state or do you contract with multiple Blue Cross and/or Blue Shield Plans within a state? Below are guidelines for filing claims for Blue Cross and/or Blue Shield Plan members under these circumstances.

### MULTIPLE CONTRACT PROVIDERS

If you practice in a state with more than one Blue Cross and/or Blue Shield Plan and you contract with more than one of them for the same product type (i.e., PPO or Traditional), you may choose which Blue Cross and/or Blue Shield Plan to send an out-of-area Blue Cross and/or Blue Shield Plan member's claim.

If you have a PPO contract with one Blue Cross and/or Blue Shield Plan, but a Traditional contract with another Blue Cross and/or Blue Shield Plan, file the out-of-area Blue Plan member's claim by product type. For example, if it is a PPO member, file to the Blue Cross and/or Blue Shield Plan with which you have a PPO contract.

### BORDER COUNTY PROVIDERS

For providers that practice in border areas, the standard rule is to always file the claim to the Blue Cross and/or Blue Shield Plan located in the state where you provided the service.

Exception: When the member is from a bordering Blue Cross and/or Blue Shield Plan with which you have a contract, then file the claim directly to the bordering Blue Cross and/or Blue Shield Plan.

If you have any questions regarding this information, please contact Regence BlueCross BlueShield of Utah with additional questions.

### INTERNET PROVIDER FILES

Accuracy of provider information is very important in ensuring that claims are paid in a timely manner and to the correct provider and address.

Please take a moment to check that the information we have for you in our Internet provider files is correct. Just go to [www.ut.regence.com](http://www.ut.regence.com) to check your name, phone number, address and specialty. Select **Doctor & Health Info., then Provider Directory, then Online Provider Directory** Search Page. At this point, you may type in the provider's name.

If the information is not accurate, please contact the Professional and Provider Relations department by e-mail at [utahprovrel@regence.com](mailto:utahprovrel@regence.com) or contact us by phone at (801) 333-2600 or toll free at (800) 621-2155.

### BLUECARD PHONE NUMBER

If you need to find out the phone number for another Blue Cross and/or Blue Shield Plan in the BlueCard program, please call 1-800-676 BLUE (2583). By calling this number and provid-

## *Administrative* and Billing Information

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ing the alpha prefix from a member's identification card, the operator can give you the state it belongs to, the correct phone number, and they will even transfer your call to that state.

Please keep this number handy. It can help make identifying the state to which a Blue Cross and/or Blue Shield member belongs much easier.

### CREDENTIALING

In our September 2002 Regence Report we informed you that effective immediately, all Regence BlueCross BlueShield of Utah lines of business would be credentialed. Previously, only HMO lines of business were credentialed.

As Regence BlueCross BlueShield of Utah moves forward with this process, physicians who are not credentialed will receive a letter requesting credentialing information. It is very important that you respond to the request for credentialing information in a timely manner.

If you have any questions regarding the credentialing process, please contact the Credentialing Department at (801) 333-5658 or (801) 333-5656.

### FILING PAPER CLAIMS

As a reminder, as of September 2002, **only paper claims** for commercial or FEP business should be sent to the following address:

Regence BlueCross BlueShield of Utah  
P. O. Box 30272  
Salt Lake City, Utah 84130-0272

If a provider's name and billing address do not match the information in our system exactly, we are unable to correctly select the provider. As a result, Regence BlueCross BlueShield of Utah will begin updating provider names and addresses from claims.

We will be updating name variations, abbreviations, suite numbers and reversed addresses only. New office additions will not be updated from claims and must still be submitted in writing to P.O. Box 30270, Salt Lake City, Utah 84130-0270, Department #26, e-mailed to us at **utahprovrel@regence.com** or faxed to us at (801) 333-6558.

It is important that providers put their Regence BlueCross BlueShield of Utah provider identification number (14-digit) into the PIN number field in box 33 of the CMS (HCFA) 1500 form. Providing this information will help ensure that claims process more quickly and that the correct provider is selected.

Please note: All regular correspondence should continue to be sent to:

Regence BlueCross BlueShield of Utah  
P.O. Box 30270  
Salt Lake City, Utah 84130-0270

## *Administrative* and Billing Information

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### URGENT CARE/EXTENDED HOURS CLINICS

Urgent Care and Extended Hours Clinics are required to meet certain criteria to be listed in our provider directories. In order to be listed as an Urgent Care Clinic, walk-ins must be accepted and the clinic must remain open later than 5:00 p.m. In order to be listed as an Extended Care Clinic, the clinic must remain open later than 5:00 p.m.

If you would like your Urgent Care/Extended Hours Clinic listed in the Regence BlueCross BlueShield of Utah provider directory, please contact your Provider Relations consultant.

### IMPORTANT PAIN MANAGEMENT NOTICE

As you are aware, Regence BlueCross BlueShield of Utah members are able to receive up to three pain management visits before prior authorization is required.

Effective immediately, please be aware that documentation necessary for review of more than three pain management visits must be provided in order for claims to continue to be paid. Please send your medical documentation to the Medical Services department prior to providing more than three pain management visits in order to ensure that claims are reviewed and paid in a timely manner.

### MEDICAID CROSSOVER CLAIMS CORRECTION

In a Regence Report article earlier this year, we indicated effective November 1, 2002 that Medicaid Crossover A and B claims would be processed by the State. However, since that time, Regence BlueCross BlueShield of Utah has extended its contract to process the Medicaid Crossover A and B claims through the end of 2002.

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### RBCBS OF UTAH SCORES HIGH IN FINANCIAL WELL-BEING

Regence BlueCross BlueShield of Utah has received an “Excellent” (A-) rating from A.M. Best Co., a company that rates the financial well-being of insurance companies.

The excellent rating reflects our role as one of the leading providers of health care insurance and administrative services in Utah, our strong market profile, adequate capitalization, and improvement in operating performance, along with the support of the affiliated organizations that make up The Regence Group.

### HOLIDAY HOURS

Please make a note on your calendars that the Regence BCBSU offices will be closed on December 24 and 25 as well as January 1 in order that our employees can spend time with their families. We hope you have a safe and peaceful holiday season!

# Medical Policy Updates

## CHANGES TO REGENCE MEDICAL POLICIES ANNOUNCED

The Regence Group and its affiliated Plans use medical policies as guidelines for coverage decisions within the members' written benefits. Below are summaries of recent changes to The Regence Group's medical policies. The detailed policies and complete Medical Policy Manual are available online at [www.regence.com/trgmedpol/](http://www.regence.com/trgmedpol/). We have included the section and policy number for your convenience.

Policy Name	Policy Change	Section Policy #
Functional Knee Braces	The policy description and criteria have been re-formatted and clarified.	DME 46
Allergy Testing	Scientific background was added for Skin Endpoint Titration, which remains investigational.	Laboratory 1
Epithelial Cell Cytology in Breast Cancer Risk Assessment of High-Risk Patient Management (Ductal Lavage)	Title change from: Ductal Lavage of the Mammary Ducts. The results of a recent multi-center trial are included in the scientific background. This technology remains investigational.	Medicine 93
Opioid Antagonists Under Heavy Sedation or General Anesthesia as a Technique of Opioid Detoxification	Title change from: Rapid Anesthesia Assisted Detoxification. This technology remains investigational.	Mental Health 14
Virtual colonoscopy (also known as CT Colonography)	New policy considers virtual colonoscopy (also known as CT Colonography) as investigational. Additional information regarding this medical policy can be found at <a href="http://www.regence.com/trgmedpol">www.regence.com/trgmedpol</a> .	Radiology 36
Wireless capsule endoscopy	New policy considers wireless capsule endoscopy as a technique to identify the source of gastrointestinal bleeding or other gastrointestinal pathology as investigational. Additional information regarding this medical policy can be found at <a href="http://www.regence.com/trgmedpol">www.regence.com/trgmedpol</a> .	Radiology 38
Whole Body CT Screening	New policy considers whole body CT to screen for any disease in asymptomatic, healthy individuals is investigational.	Radiology 40
Mastectomy for Gynecomastia	Title change from: Breast Reduction for Gynecomastia. Criteria have been updated to indicate that men under 18 years of age may be individually considered for approval.	Surgery 6
Home Prothrombin Time Monitoring	Members with long-term difficulty (3 months) in maintaining their INR at the targeted level may now be considered for approval.	DME 44
Allergy Testing	Criteria have been revised to state that more than 65 prick tests are rarely medically necessary.	Laboratory 1
Uterine Artery Embolization for the Treatment of Uterine Fibroids	This treatment may now be approved when criteria are met. This policy will no longer be scheduled for routine review.	Surgery 97

**REMEMBER TO UPDATE YOUR RECORDS**

In order to ensure accurate and complete provider directories and timely claims processing, please notify the Provider Relations department at Regence BlueCross BlueShield of Utah **in writing** whenever any of the following occur:

- 1) You are moving—Please provide effective date, physical address, new phone number and new billing address and phone number if applicable.
- 2) You are adding an additional office location—Please provide effective date, physical address, new phone number and new billing address and phone number if applicable.
- 3) You have a change in tax identification number (TIN)—Please provide new TIN, TIN owner and effective date.
- 4) You have a change in billing service/address—Please provide name of new service, mailing address, phone number and effective date.
- 5) You are assigned a new Medicare B number—Please provide your new Medicare B number so that your Medicare claims that cross over to Regence BlueCross BlueShield of Utah will not be denied.

If claims are submitted which do not match the information in our provider files, claims are returned to you for clarification. Following these simple steps will help ensure timely claims processing.

Your changes can be mailed to P.O. Box 30270, Salt Lake City, Utah 84130-0270, Department #26, e-mailed to us at **UTAHPROVREL@REGENCE.COM** or faxed to us at (801) 333-6558.

