

Points of Interest

- Healthy Kansas Vacations
- New Medical Economics Director
- Quadrant 2011 Meetings

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INSTITUTIONAL PROVIDER UPDATE



Blue Cross and Blue Shield of Kansas

Take a Healthy Kansas Vacation

Did you know that simply taking an annual vacation can cut your risk of heart attack significantly? It can! A unique private/public partnership will help people across our state learn about the many health benefits of vacationing in Kansas. Blue Cross and Blue Shield of Kansas, the state's largest health insurer, and the Kansas Division of Travel & Tourism, the state office responsible for promoting Kansas' tourism assets, are working together to promote Healthy Kansas Vacations this summer.

"As a home-grown and Kansas-based company, Blue Cross and Blue Shield of Kansas is proud to partner with Kansas Travel & Tourism to encourage residents to enjoy the health benefits of a Kansas vacation this summer," said Andrew C. Corbin, president/CEO of Blue Cross and Blue Shield of Kansas. "Kansas is a wonderful place to take a vacation as it offers many lakes, parks, and trails to enjoy, along with dozens of family-friendly historic sites, festivals and more. The health

benefits of taking an annual vacation are many - including reduced stress and improved heart health - so I encourage all residents to reap the health rewards by taking a Kansas vacation."



"Kansas is an ideal location for anyone looking to take advantage of our excellent parks, trails, historical sites, and hunting areas," said Governor Sam Brownback. "I know from personal experience how the natural beauty and tranquility of Kansas can benefit your health and well-being. I appreciate Blue Cross and Blue Shield of Kansas and the Kansas Department of Commerce and the Department of Wildlife and Parks for highlighting the multiple bene-

fits of vacationing in Kansas."

The campaign, [Healthy Kansas Vacations](#), will highlight the wide range of attractions and activities available around the state through a series of TV spots, newspaper and magazine ads, and billboards placed throughout Kansas.

"Because we live in Kansas, it's easy to forget or overlook the unique attractions and beautiful rolling landscapes and natural terrain that make Kansas a great destination for travel and relaxation," said Becky Blake, director of the Kansas Travel & Tourism Division. "Simply take a look at the Kansas Visitors Guide or visit the TravelKS.com website. Everything you want to know about traveling in Kansas can be found there."

The Kansas Travel & Tourism Division is charged with encourag-

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Director of Medical Economics Retires

“I will miss the daily contact with the best employees one could ever hope to work with”.

-Richard McGhee

Richard McGhee, Director of medical economics, retired from Blue Cross and Blue Shield of Kansas on June 1, 2011 after 31 years with the company. Richard was hired in 1980 as Manager, Blue Cross Reimbursement - Professional & Institutional Affairs and he spent his entire career with BCBSKS in the provider reimbursement and provider records departments.

“Richard was a great employee and was very valu-

able to BCBSKS over many years. His knowledge and insights into provider reimbursement allowed BCBSKS to maintain a broad network of providers at very competitive prices. He will be sorely missed” says Fred Palenske, Vice-President of Provider Relations and Medical Affairs.

Richard has exciting plans to look forward to during his retirement. He plans to spend a lot of time with his wife, six children and eight grandchildren. Richard



says he may “start over” by getting another college degree or a new job.

BCBSKS wishes Richard many happy retirement years!

Fair promoted to Director of Medical Economics



Kathy Fair has recently been promoted to Director of Medical Economics for Blue Cross and Blue Shield of Kansas.

In her new role, Fair is responsible for recommending and setting the

company’s reimbursement for all medical services; the auditing of claims for correct pricing; and establishing the philosophy, goals and objectives of the medical economics department. She oversees reimbursement programs, provider records, correct pricing and audit, membership and group reporting, and health informatics.

Fair joined Blue Cross in 1987 after working four years as a staff accountant in Topeka-area CPA firms. Her nearly 25 years of experience at

Blue Cross and Blue Shield of Kansas includes spending the past 15 years as manager of provider reimbursement and member/group reporting. She has additional experience as a reimbursement specialist and as a staff account for the company’s former HMO subsidiary.

Kathy earned a bachelor’s degree in accounting at Fort Hays State University, and also is a graduate of the company’s first Blue University Leadership Quest class.

Fair, who lives in Topeka with her husband, Ric, has two children. Kathy has served on the board of directors for the Boys and Girls Club of Topeka.

BCBSKS receives FEP Accolades

Blue Cross and Blue Shield of Kansas (BCBSKS) was recently presented with the Excellent Service Profile Award from the Federal Employee Program (FEP) for 2009. The service profile consists of various measurements including overall claims processing experience, overall customer service satisfaction and ease of accessing needed medical care.

“It is a great accomplishment to be recognized for achieving the Excellent Service Profile Award for 2009,”



Blue Cross and Blue Shield of Kansas is recognized for their service to members enrolled in FEP in 2009.

says Ron Simmons, controller. “I would like to congratulate and

thank the employees involved with FEP business for their hard work and dedication – they deserve all the credit for us receiving this award.

Blue Plans track and record their performance on established performance criteria. All plans report this information on a monthly basis to the FEP director’s office. The results are tabulated and shared with the Plans each month. Award winners are recognized at the annual FEP National Conference.

Mobile App for Blue National Doctor & Hospital Finder

The Blue Cross and Blue Shield Association has announced the launch of an iPhone, iPad and iPod touch application for the Blue National Doctor & Hospital Finder website. This free app is now available at the online Apple store at www.apple.com.



With the Blue National Doctor & Hospital Finder app, members and guests can quickly find an urgent care center or locate a contracting Blue provider. The free app allows you to perform a nationwide search for a healthcare provider by specialty and name, either as a member or guest.

The app features GPS navigation search, map links, e-mail, SMS and “click-to-call,” which allows you to dial a phone number with one tap on the phone’s screen.

There is no charge from the Association to download the application, but rates from your wireless service may apply.

New TRICARE Quality Monitoring Contractor

On April 1, 2011, the National Quality Monitoring Contractor changed to the TRICARE Quality Monitoring Contractor (TQMC). KePRO, the TQMC, will assist Department of Defense Health Affairs, the TRICARE Management Activity, military treatment facility market managers and the TRICARE Re-

gional Offices by providing the government with an independent, impartial evaluation of the care provided to beneficiaries within the Military Health System. The TQMC will review care provided by TRICARE civilian providers, as well as other TRICARE contractors and subcontractors, and be involved

in appeals processes. The TQMC is part of TRICARE’s Quality and Utilization Peer Review Organization Program in accordance with federal law.

TQMC certifies the following types of behavioral health facilities that apply to become TRICARE-authorized providers:

- Partial hospitalization programs (freestanding only)
- Residential treatment centers
- Substance use disorder rehabilitation facilities (freestanding only)

For more information, please visit kepro.com.



BCBSKS to conduct state Quadrant meetings in August

Blue Cross and Blue Shield of Kansas will be conducting August 2011 Quadrant Meetings for BCBSKS contracting hospitals. There will be four opportunities to attend one of these meetings throughout Kansas. The same material will be covered at all of the locations. Registration will begin at 8:30 a.m. with the meeting beginning at 9:00 a.m. Additional information and registration for the [2011 Quadrant Meetings](#) is available on our website at bcbsks.com. Space is limited and registration is required.

August 24 **CITIZENS MEDICAL CTR**
 100 E College Dr.
 Colby, KS

August 25 **SOUTHWEST MEDICAL CTR**
 315 W. 15th St.
 Liberal, KS

August 26 **WESLEY MEDICAL CTR**
 Cessna Room
 550 Hillside
 Wichita, KS

August 29 **POLK AUDITORIUM**
 1234 SW Polk Street
 Topeka, KS

Are you signed up to receive email notification of the latest news, publications and medical policy updates from Blue Cross and Blue Shield of Kansas (BCBSKS) as soon as it is published to the BCBSKS website (bcbsks.com)? Click on the link below to get signed up.

The screenshot shows the BCBSKS website interface. The top navigation bar includes 'Home', 'Contact Us', 'About Us', 'News', 'Provider Directory', and a search box. The main content area is divided into sections: 'Providers' (with links for Forms, Contact Us, Latest News, NPI, Podcasts, Publications, Training, EDI, HIPAA, Health Information Technology (HIT), Medical Policies, Pre-certification/Prior-authorization, ePrescribing, and FAQs), 'Customer Service', 'Resource Blue' (with links for Members, Providers, Employers, Forms, Prescription Drugs, and What to do When), and 'Health Plans'. A 'BlueAccess' login box is visible, along with a 'Log In' button. A 'Click Here' arrow points to the 'e-News' link in the Providers sidebar.

Valuable tools and resources are available for providers on our website.

Check us out at bcbsks.com/providers

Eight summer steps for healthy living

In the warmer, longer, lazier days of summer, the living may not be easy, but your life probably feels less chaotic. Even adults tend to adopt a "school's out!" attitude in summer. That's why this is a perfect time to improve your health in a fashion so seasonally laid back you'll barely notice the effort.

To get you started, WebMD went to eight health experts in fields such as diet, fitness, stress, vision and oral health. We asked them this: If you could only suggest one simple change this season to boost personal health, what would it be? Here are their top eight tips:

1. Give Your Diet a Berry Boost

If you do one thing this summer to improve your diet, have a cup of mixed fresh berries such as blackberries, blueberries or strawberries



They'll help you load up on antioxidants, which may help prevent damage to tissues and reduce the risks of age-related illnesses. Blueberries and blackberries are especially antioxidant-rich.

A big bonus: Berries also are tops in fiber, which helps keep cholesterol low and

may even help to prevent some cancers.

2. Sleep Well

Resist the urge to stay up later during long summer days. Instead pay attention to good

sleep hygiene by keeping the same bedtime and wake-up schedule and not drinking alcohol within three hours of bedtime. It's also a good idea to avoid naps during the day unless you take them every day at the same time, for the same amount of time.



3. Floss Daily

You know you need to, now it's time to start: floss every single day. Do it at the beach (in a secluded spot), while reading on your patio, or when watching TV and the task will breeze by. Flossing reduces oral bacteria, which improves overall body health, and if oral bacteria is low, your body has more resources to fight bacteria elsewhere. Floss daily and you're doing better than at least 85 percent of people.

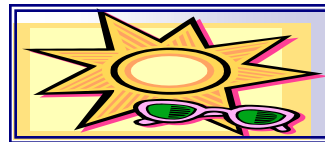
4. Get Outside to Exercise

Pick one outdoor activity – going on a hike, taking a nature walk, playing games such as tag with your kids, cycling, roller blading, or

swimming – to shed that cooped-up feeling of gym workouts. And remember, the family that plays together not only gets fit together, it's also a great way to create bonding time.

5. Be Good to Your Eyes

To protect your vision at work and at play, wear protective eyewear. When outdoors, wear sunglasses that block at least 99 percent of ultraviolet A and B rays. Sunglasses can help prevent cataracts, as well as wrinkles around the eyes. And when playing sports or



doing tasks such as mowing the lawn, wear protective eyewear. Ask your eye doctor about the best type; some are sport-specific.

6. Vacation Time!

Improve your heart health: take advantage of summer's slower schedule by using your vacation time to unwind. Vacations have multiple benefits. They can help lower your blood pressure, heart rate and stress hormones such as cortisol, which contributes to a widening waist and an increased risk of heart disease.

7. Alcohol: Go Lite

Summer's a great time to skip drinks with hard alcohol and

choose a light, chilled alcoholic beverage (unless you are pregnant or should not drink for health or other reasons). A sangria (table wine diluted with juice), a cold beer or a wine spritzer are all refreshing but light. In moderation — defined as one to two drinks daily — alcohol can protect against heart disease.

8. Get Dirty and Stress Less

To improve your stress level, plant a small garden, cultivate a flower box, or if space is really limited, plant a few flower pots – indoors or out. Just putting your hands in soil is "grounding." And when life feels like you're moving so fast your feet are barely touching the stuff, being mentally grounded can help relieve physical and mental stress.

There they are: eight super simple ways to boost your health this summer. Try one or try them all. They're so easy you won't even know they're good for you.

By Kathleen Doheny

Reviewed by
Louise Chang, MD



Kansas is an ideal place to relax and refresh yourself with a healthy vacation.

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ing the public to visit and travel within Kansas by promoting recreational, historic and natural advantages of the state and its facilities. The Division focuses on measurable goals in all of its marketing and promotional efforts, which includes increasing domestic and international inquiries through advertising and public relations efforts and converting those inquiries into visits to Kansas, increasing group

tour visits, and generating positive public perceptions about the state as a travel destination.

According to Michael Atwood, M.D., BCBSKS' Chief Medical Officer, the health benefits of getting away from the office and taking a vacation are many, including:

- Cutting his or her risk of heart attack significantly by taking an annual vacation.

- Reducing stress.
- Promoting healthy bodies by increasing physical activity.
- Encouraging family bonding and creating lifelong memories.

For more information, visit TravelKS.com.



THE RESULTS ARE AWESOME!!!!

In 2010, an increase of certified suspensions was identified. Certified suspensions (aka unclosed pre-certifications) are those pre-certifications that do not satisfy the pre-certification process. Provider education began with the help of the BCBSKS pre-certification staff on the electronic pre-certification system in January 2010 and continued throughout the year. BCBSKS Institutional Provider Representatives set out to educate and train hospital staff on inpatient pre-certification in order to maintain a new goal of 5% or less of certified suspensions. Because of the positive reception to the project and the hard work done by those performing pre-certification, we are proud to announce the following results for the percentage of certified suspensions in the first quarter of 2011:

- **January – 2%**
- **February – 4%**
- **March – 3%**

Thank You and Keep Up the Great Work!

A.M. Best rating remains "A"

A.M. Best has affirmed an "A" or "excellent" rating for Blue Cross and Blue Shield of Kansas and Advance Insurance Company of Kansas (AICK). This rating comes from the largest and longest-established company devoted to issuing in-depth reports and financial strength ratings about insurance organizations

In addition to being an annual requirement of the Blue Cross and Blue



Shield Association, obtaining a rating from an established rating company is helpful when selling Blue Cross products because many large companies request to see the BCBSKS or AICK credit rating before making decisions.

"Our excellent rating sends an important message that we are financially sound and dependable," says Ron Simmons, Controller.

DO YOU KNOW

What is HIPAA 5010 and when will it be implemented?

The Health Insurance Portability and Accountability Act (HIPAA) 5010 was adopted to replace the current version of the X12 standard that covered what entities (health plans, health care clearinghouses, and certain health care providers) must use when conducting electronic transactions. Version 4010 is currently being used under HIPAA standards, however, there are two very important HIPAA 5010 dates to remember:

- January 1, 2011 Level I compliance – ability to process 5010 transactions for testing and transition with able trading partners
- January 1, 2012 Level II compliance – all covered entities must begin using 5010 transactions

The new submission standard will accommodate the increased size and complexity in ICD-10 codes and relate almost entirely to health care transactions in the same way that 4010 is currently used.

The implementation of the 5010 standard will require changes to the software, systems, and procedures currently used to bill Medicare and other payers. Part of preparing for ICD-10 implementation should naturally include the 5010/D.0/3.0 progressions as milestones in the overall implementation process. Those affected by the upgrades include all HIPAA covered entities; this means providers, health plans and clearinghouses. Additionally, business associates of these covered entities that use covered transactions for example, billing or service firms.

Learn more about [HIPAA 5010 implementation](#).

What is ICD-10?

ICD-10 is a diagnostic coding system implemented by the World Health Organization (WHO) in 1993 to replace ICD-9, which was developed by WHO in the 1970s. ICD-10 is in almost every country in the world, except the United States.



When we hear "ICD-10" used in the United States, it usually refers to the U.S. clinical modification of ICD-10: ICD-10-CM. This code set is scheduled to replace ICD-9-CM, our current U.S. diagnostic code set, on Oct. 1, 2013.

Another designation, ICD-10-PCS, for "procedural coding system," will also be adopted in the United States. ICD-10-PCS will replace Volume 3 of ICD-9-CM as the inpatient procedural coding system. The final rule stated that CPT® would remain the coding system for physician services.

Why is the United States moving to ICD-10-CM?

ICD-9-CM has several problems. Foremost, it is out of room. Because the classification is organized scientifically, each three-digit category can have only 10 subcategories. Most numbers in most categories have been assigned diagnoses. Medical science keeps making new discoveries, and there are no numbers to assign these diagnoses.

Computer science, combined with new, more detailed codes of ICD-10-CM, will allow for better analysis of disease patterns and treatment outcomes that can advance medical care. These same details will streamline claims submissions, since these details will make the initial claim much easier for payers to understand.

Source: www.aacp.com