Inside This Issue:

- Staff Changes .......... 2
- Provider Directory.... 3
- New Directions 3
- Education Opportunities 4
- Medical Policy 5
- ICD-10 5
- BlueCard Update 6
- Duplicate Claims 6
- TriWest Updates 7
- HCR FAQ 8
- Brand Excellence Awards 9
- HIPAA 5010 9
- Care Management Programs 10
- Staff phone Numbers 10

New Medical Director

Introducing Myron Leinwetter, DO

The provider relations and medical affairs division welcomes M. Myron Leinwetter, D.O. as the medical director of quality improvement, cost containment and medical policy.

Dr. Leinwetter is responsible for directing quality improvement activities such as provider peer review and preventive services activities. He also is responsible for leading medical management department activities relating to cost containment initiatives, directing URAC accreditation process and compliance, and is a medical resource for medical review, precertification, case management and care management.

This new position was created in response to the rapidly changing marketplace and new requirements for measuring, reporting and rewarding quality in provider networks, according to Michael Atwood, M.D., chief

Stay informed on Health Care Reform at bcbsks.com

Changes to health care reform (HCR) are guaranteed to remain a hot news items through 2011 and beyond. Many American consumers, employers, and providers are still sorting through the law's complexities and the implications for each of us. BCBSKS is here to help with that education!

Our dedicated health care reform section on our Web site is designed to keep our employer groups, members, providers, and other visitors informed as we continue to learn more about what this new law means to you.

We've recently added a robust multimedia section, complete with videos and podcasts on various components of the law. This is in addition to a wealth of information on the moment's "hot topics," answers to some commonly asked
Staff Changes In Institutional Relations

Provider Consultant Staff Changes

Christie Blenden is one of Provider Relations and Medical Affairs newest employees. She is a Contract Consultant in the Institutional Relations Department. Christie will work directly with Ambulatory Surgery Centers, Birthing Centers, Substance Abuse Facilities, Skilled Nursing Facilities, Dialysis, Home Health and Hospice Facilities. Christie previously worked as the State of Kansas Field Representative in the Sales and Marketing division.

Christie had these comments about her new work area, "There is a lot to learn, but a great staff to learn from. I am excited to be part of such a great group."

Institutional Relations extends a very warm welcome to Christie.

Vicki Haverkamp’s Retirement

After 34 years with Blue Cross and Blue Shield of Kansas, Vicki Haverkamp decided that she needed a change of venue and retired on Feb 25, 2011. Vicki will be missed not only by her co-workers but also by the many people she calls friends in the provider community. This writer will miss her wit and laughter. We wish Vicki all the best as she embarks on a new adventure called Retirement.

Newest Institutional Relations Staff

Christie Blenden

Please welcome our newest member to Institutional Relations, Connie Winkley. She has worked for Blue Cross and Blue Shield of Kansas for a little more than nine years. Connie is a graduate from Kansas State University. Connie’s responsibilities as the Education/Communication Coordinator will include developing educational materials, electronic newsletters and other forms of communications. She will also help with educational needs for hospital billing and on-line precertification.

Please extend a warm welcome to Connie.
Provider Directories Now Have Expanded Options

The Blue Cross and Blue Shield Association National Doctor and Hospital Finder became the directory source for all contracted providers in Kansas June 3, 2010. Expanded options include an easier method of locating a provider; locate Blue Distinction Centers for certain healthcare needs: view affiliations, quality based recognitions, and performance. Check out the National Doctor and Hospital Finder and see what other features are available. Locate your entry and validate that you are represented correctly. The data within the Blue directory is supplied by several entities of which BCBSKS supplies the data related to your contracted status and the information you have provided to us.

Check out the site at www.bcbs.com.

Blue Cross and Blue Shield of Kansas is now a minority equity partner in New Directions Behavioral Health, according to an announcement from BCBSKS and New Direction's parent company, Blue Cross and Blue Shield of Kansas City.

New Directions Behavioral Health serves 3.4 million lives in Kansas, Missouri, Arkansas and other states across the nation. The company offers managed behavioral health care, employee assistance and health coaching to its clients. The company is experiencing significant growth, and tripled the number of individuals served between 2008 and 2010.

“New Directions provides great service and a quality product at a competitive price,” says Andy Corbin, BCBSKS president/CEO. "We have partnered with New Directions since 2009 to provide utilization management services for our members and have developed a solid working relationship with their staff. It makes sense for us to further grow our business relationship with the Kansas City plan and New Directions."

Adds David Gentile, president and CEO of the Kansas City plan: “Our plan has had a close relationship with the Kansas plan for years. I’m very pleased this opportunity worked out for all parties involved. The Kansas plan has made a great long-term investment in a financially solid, respected company in the managed behavioral health industry."

By Mary Beth Chambers
Are you aware that BCBSKS offers self education opportunities for our providers. Check out our Web site at http://www.bcbsks.com/CustomerService/Providers/Training/online_training.htm. Online training is available for

- Remittance advice
- BlueCard
- Precertification

We also offer ProviderCasts. BCBSKS develops podcasts about current issues relevant to providers. You can listen to these at your computer or wherever you take your portable media device. ProviderCast will be distributed regularly to keep you up-to-date on important information. To view a list of ProviderCast visit the bcbsks.com Web site at http://www.bcbsks.com/CustomerService/Providers/podcast.htm

EDI announce their 2011 EDI Workshops. EDI Workshops will be held throughout the Kansas and Kansas City area during 2011. All EDI workshop information is posted to the BCBSKS Web site (www.bcbsks.com) as well as the ASK Web site (http://www.ask-edi.com/events.htm).

<table>
<thead>
<tr>
<th>Date</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 11</td>
<td>Wichita</td>
</tr>
<tr>
<td>June 8</td>
<td>Garden City</td>
</tr>
<tr>
<td>June 9</td>
<td>Hays</td>
</tr>
<tr>
<td>July 13</td>
<td>Chanute</td>
</tr>
<tr>
<td>July 14</td>
<td>Kansas City, MO</td>
</tr>
<tr>
<td>July 26</td>
<td>Topeka</td>
</tr>
<tr>
<td>Sept 27</td>
<td>North Kansas City</td>
</tr>
</tbody>
</table>

Seating will be limited in most locations so early enrollment is recommended. We request that each site limit themselves to two attendees.

Registration begins at 8:30 a.m. with the workshop running from 9:00 a.m. to Noon. Early registration is encouraged and can be done online via either Web site listed above.

Both institutional and professional providers are encouraged to attend these workshops.

2012 will bring change to ASC Billing. Throughout the remainder of this year, our Institutional Relations Staff will be actively working with our ASCs in converting from CMS 1500 to UB-04 billing. Activities will include both Spring and Fall workshops in Topeka and Wichita; podcast, individual office visits, and newsletters. All ASCs will submit claims on a UB-04 effective January 1, 2012.
ICD-10


First you should break down the planning into phases or manageable projects.
- **Phase 1**— develop impact assessment (ideally this phase should be nearing completion or at least well underway). 1st Qtr 2009—2nd Qtr 2011
- **Phase 2** preparation. 1st Qtr 2011—2nd Qtr 2013
- **Phase 3** “Go Live”. 1st Qrt 2013—3rd Qtr 2013
- **Phase 4** post-implementation follow-up. 4th Qtr 2013—4th Qtr 2014

A lot of time was spent on Phase 1. Facilities should develop a plan that identifies goals, stakeholders, budget/ expenses, education needs, impact awareness, reporting and form requirements, policy/procedure revisions, system readiness, and coding gap analysis.

Consequences of poor preparation could be: increase claims rejections and denials, increased delays in processing, improper claims payment, coding backlogs, compliance issues, and decisions based on inaccurate data. Of course problems can be mitigated with proper advanced preparation.

If you are interested in learning more about upcoming CMS ICD-10 teleconference you can visit their Web site at http://www.cms.gov/ICD10/Tel10/list.asp.

Check out our ICD-10 ProviderCast. Click here
BlueCard vs. Contiguous County Billing

BCBSKS has noticed some confusion for providers that bill services when the provider contracts with multiple Blue plans. According to the Blue Cross and Blue Shield Association, when a provider contracts with both Kansas and Missouri plans, they should file the claim to the plan in the state where the service was rendered. This process is known as the BlueCard program.

The exception is when the member has benefits with the neighboring state's Blue plan and services were rendered in a contiguous county.

**Example:** Provider contracts with both KS and MO; member has benefits with BCBSKS; services are rendered in a contiguous county in MO; the claim should be filed to BCBSKS.

If you provide a service to a member who is insured by another plan (e.g., BCBS of NE, BCBS of KC, Anthem in MO, Anthem in CO, or BCBS of OK) and you contract directly with that plan, then those members' services should be filed directly to the plan that is identified on their health insurance card. (If you do not contract directly with the contiguous Blue Plan, then your claim should be filed to BCBSKS.)

For these purposes, a **Contiguous County** is one that is next to, near or adjacent to another county along a state line. If you are unsure if this applies to you, please contact your provider consultant.

Duplicate Claims

When a claim is denied, either partially or in full, **DO NOT** simply re-submit the claim in an attempt to receive full payment without re-working and correcting the claim. Duplicate claims, previously denied, that have not been corrected will not process differently the second or third time, but they will drive up BCBSKS' low administrative costs. After reviewing the denial code, if you need clarification of the denial code, please call customer service at (800) 432-0272 or (785) 291-4183 for assistance.
395 Denial Code Issue

TriWest has noted a problem with providers having claims deny with a 395 codes. Providers are getting this message in error:

*This claim cannot be paid until it is billed using the Medicare Code Editor guidelines for procedure code/revenue code combination. Please submit a replacement claim.*

TriWest and Wisconsin Physicians Service Insurance Corp (WPS) are working toward resolution of the issue. Until then, claims can be manually adjusted and/or reprocessed. Once the system is updated, any claims that have not been adjusted and/or reprocessed will be processed.

Reminder about Using Unlisted Codes

In order for TriWest Healthcare Alliance Corp. (TriWest) to make an appropriate benefit determination and understand requirements for a requested service, all services with unlisted codes require prior authorization. Additionally, *these services must be submitted with a description of the service(s).*

If a description is not included, TriWest will not process the referral or authorization, and the request will be returned. If the code is considered too vague, TriWest may send it back for additional information.

For electronically submitted claims, please refer to the appropriate ANSI X12N 837 implementation guide.

The chart below shows examples of two common codes that have been submitted with a vague description and a more specific description.

For more information, please refer to the Prior Authorization List, which is posted on www.triwest.com/provider.

<table>
<thead>
<tr>
<th>Code</th>
<th>Vague Description</th>
<th>Specific Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1399</td>
<td>Wheel chair replacement part</td>
<td>Wheel chair—list specific part (e.g., bracket, pad, extension, control level).</td>
</tr>
<tr>
<td>J3490</td>
<td>IV antibiotic at home</td>
<td>Piperacilim—list with route, frequency and dose; also include National Drug Code (NDC) number.</td>
</tr>
</tbody>
</table>
New Medical Director

(Continued from page 1)

medical officer.

“Dr. Johnson and I are very excited to have Dr. Leinwetter join our team,” says Dr. Atwood. “We believe he will help Blue Cross transition successfully to the new marketplace required by the Affordable Care Act. He is recognized by his peers as an excellent primary care physician, and as a competent leader as demonstrated by the many accomplishments he has achieved while directing the medical activities at the Shawnee County Health Agency.”

Health Care Reform

(Continued from page 1)

questions and a timeline of the law's provisions.

If you haven't taken a look lately, check out the section by clicking on the Health Care Reform icon on our home page, www.bcbsks.com.

You also may want to sign up to receive our eNewsletter that is sent whenever we have added new information to this section. If you aren't already on the list to receive that e-mail, sign up here: http://www.bcbsks.com/news/SpecialReports/HealthCareReform/enews.htm

HCR Frequently Asked Questions

Will Blue Cross and Blue Shield of Kansas still be in business when health care reform is fully in place?

Absolutely. Blue Cross and Blue Shield of Kansas has witnessed many other industry changes during our nearly 70-year history, and we fully expect to succeed in the new marketplace that this period of change will create. While reform will change our system, it will not change our commitment to serving our members, working with our provider partners and taking steps to assure that health insurance is affordable for all Kansans.

What will happen to your company with all these health care changes?

We will continue to serve Kansans. As we have done for nearly 70 years, Blue Cross and Blue Shield of Kansas will adapt to the changes in our marketplace. Our 1,450 employees will continue to work hard for our members. We will continue to offer our members award-winning customer service, quick and accurate payment of claims, and programs that help them achieve and maintain better health, while also taking the steps necessary to keep our products affordable. We have every intention of being here to serve future generations of Kansans.
BCBSKS claims not one, but two Brand Excellence Awards

We want to thank all our providers for their loyalty to us as a Blue Plan. While winning the Brand Excellence Awards for Provider Satisfaction each year has become a habit for BCBSKS, we were even happier to learn this year’s Association awards program offered an even greater recognition. Not only did we win a fourth straight Brand Excellence Award for Provider Satisfaction, the company received a second award, a Brand Excellence Award in the member retention category!

Andy Corbin, president/CEO, accepted both awards on behalf of all employees at an Association board event. "I never tire of accepting Brand Excellence Awards and to be honored with two at this year's event was a tremendous thrill," Andy says. "Continually maintaining an award-winning level of service is challenging, but providing superior service is an integral part of our culture; it is how we do business every single day of the year.

"To win an award recognizing us for our member retention in 2010 is an especially notable achievement," he says. "This award is a testament to our solid brand, strong partnerships and dedicated employees."

The Brand Excellence Awards honor Blue Cross and Blue Shield companies that excel in developing and enhancing the overall Blue Cross and Blue Shield image. Categories for the awards program include attraction of new customers, fostering loyalty to existing customers, expanding the brands into additional lines of products or services, and provider satisfaction.

This year’s awards are the ninth and 10th overall Brand Excellence Award for BCBSKS; the company previously won awards from 1995-1998, and in 2001, 2008, 2009, 2010, before earning two in 2011.

New HIPAA 5010 Migration podcast.

www.bcbsks.com
Care Management Programs now help with Chronic Obstructive Pulmonary Disease

Blue Cross and Blue Shield of Kansas is expanding our Healthy Options care management programs to include treatment for chronic obstructive pulmonary disease (COPD). Our care management programs are designed to supplement a doctor's treatment plan with the purpose of helping the member to properly manage his or her condition to reduce complications.

Through our programs, participating members have regular contact with a healthy options nurse care manager. During the one-on-one phone consultations the members are offered guidance and support regarding the importance of following the doctor's treatment plan, nutrition, diet, risk factors, medications and exercise. Our Healthy Options care management programs are designed to assist members ages 21 to 63 who have asthma, heart failure, coronary artery disease, diabetes and COPD. The programs provide participating members with information to help them make better decisions to manage their chronic conditions and avoid complications.

If you have a patient with one of these conditions, please encourage them to call us toll-free at 1-800-520-3137 or visit www.bcbsks.com/resourceblue for more information about our Healthy Options care management programs.

Would you avoid these if you could? According to new research, you can—just by taking up four healthy habits. Study results published in the *Archives of Internal Medicine* studied the effect four major lifestyle factors have on the risk of developing these conditions. The lifestyle factors they focused on were smoking status, body mass index (BMI), physical activity and diet. They found that those who practiced four healthy habits had a nearly 80 percent reduced risk for major chronic illnesses compared to those who practiced none of these habits.

**How can you take advantage of these findings?**

**Step 1: Never Smoke**

Those who have never smoked reap the most health benefits. But smokers can improve health by quitting. For example, five to 15 years of living smoke-free reduces an ex-smoker’s stroke risk to the same level as that of a nonsmoker’s. If you need help quitting, talk with your doctor. The Kansas Tobacco Quitline is a free resource to provide you with information, a personalized quit plan, ongoing support and a personalized tobacco cessation kit. Learn more about the program at [www.kanstop.org](http://www.kanstop.org), or call the Kansas Quitline toll-free at **1-866-KAN-STOP** (1-866-526-7867).

**Step 2: Be Physically Active**

The study showed a reduced risk for chronic disease by exercising three-and-a-half hours or more a week—that’s just 30 minutes a day. Add some exercise to your daily life by taking a brisk walk on your lunch hour or working out to an exercise video at home.

**Step 3: Stick to a Healthy Diet**

Research shows that eating a healthy, well-balanced diet may protect you from chronic disease. Make sure to eat plenty of fruits, vegetables and whole-grain breads while limiting your intake of red meat.

**Step 4: Maintain a Healthy Weight**

Carrying around excess weight boosts your risk for conditions such as diabetes and heart disease. Most health care providers evaluate weight using BMI, which is a measure of body fat based on height and weight. To calculate your BMI, visit [www.nhlbisupport.com/bmi](http://www.nhlbisupport.com/bmi).

Source Krames StayWell.