

NetworkNews

A Publication for PersonalCare Providers

September 2008

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Provider Satisfaction Survey Results

PersonalCare is committed to consistently evaluating our relationship with providers. We are excited to report that our most recent provider satisfaction survey results show improvement in several key areas over the past year.

Overall satisfaction—Improved from 80.1 percent (2007) to 86.7 percent (2008).

Satisfaction with provider relations—Improved from 86.3 percent (2007) to 91.9 percent (2008).

Satisfaction with utilization management—Improved significantly from 80.4 percent (2007) to 92 percent (2008).

Eligible respondents for this year's survey included primary care physicians with 20 or more PersonalCare members, and specialists with 50 or more visits from PersonalCare members in 2007.

PersonalCare is currently developing action plans to address areas of concern identified in this year's survey to help serve you better in the months ahead.

AMA Issues Report Card on Health Insurers

A recent American Medical Association report card comparing how quickly and accurately health insurers reimburse health care providers is good news for PersonalCare's parent company, Coventry Health Care.



Coventry also paid in accordance with its physician contract 87 percent of the time, while Aetna, Cigna and United Healthcare paid accurately between 61–71 percent of the time.

The report shows that Coventry consistently pays claims more quickly than competitors Aetna, Cigna and United Healthcare.

To view the report, visit the AMA's website (www.ama-assn.org/ama/pub/category/18660.html).



Introducing KidsHealth®—For Parents, Kids and Teens

PersonalCare is pleased to introduce you to KidsHealth, a comprehensive library of over 3,500 health education and promotion articles and activities available on PersonalCare's website. It features thousands of medically reviewed articles, animations, games, movies and news stories for three distinct audiences: parents, kids and teens.

PersonalCare is excited to make our website an even richer resource for our providers and members through our partnership with KidsHealth. We feel health care professionals will find KidsHealth information and interactive features to be a great resource for education and skill building with patients and family members.

The website features information across a broad spectrum of topics including general health, medical problems, development, behavior, emotions, nutrition & fitness, and first aid & safety. In addition to the comprehensive library of age-appropriate articles, here are just some of the unique features users will discover:

- **The Game Closet—for Kids:** Fun and interactive experiments, mini-health movies and games make learning about health exciting.
- **Word!:** Our glossary of medical terms with definitions kids can understand is a great homework-helper.
- **Children's Health News:** The latest medical research and news is written in easy-to-understand language.
- **Condition Centers for Parents, Kids and Teens:** Families can access articles, printable charts, personal stories and mini-movies about nutrition & fitness, asthma and diabetes.

KidsHealth is available through PersonalCare as part of the Coventry WellBeingSM program and is accessible to everyone regardless of insurance membership status. For more information or to request an onsite review of KidsHealth, please contact Sarah Westhoff, Health and Wellness Coordinator at (217) 366-5536 or via email (smwesthoff@cvty.com).

DirectProvider.comSM Update

DirectProvider.com keeps getting better. This fall, users will be able to work with authorizations submitted to PersonalCare. In addition to current services, upgrades will allow users to:

- Look up authorizations by member, status and authorization number
- View authorization detail
- View authorization history
- Update an authorization
- Attach up to four files
- Submit a reconsideration
- Submit a non-urgent, first-level appeal

Signing up for DirectProvider.com is easy. Go to www.PersonalCare.org and click **Providers**.

To sign up for DirectProvider.com, to learn more about the service or if you would like training, contact your provider relations representative at (800) 562-5792.

Prior Authorization Changes

Additions to prior authorization requirements for surgical procedures at outpatient hospital or ambulatory surgical center—effective 10/1/08

Additions

Code	Description
19301	Mastectomy, partial
19302	Mastectomy, partial with axillary lymphadenectomy
19306	Mastectomy, radical including internal mammary lymph nodes
19307	Mastectomy, modified radical including axillary lymph nodes

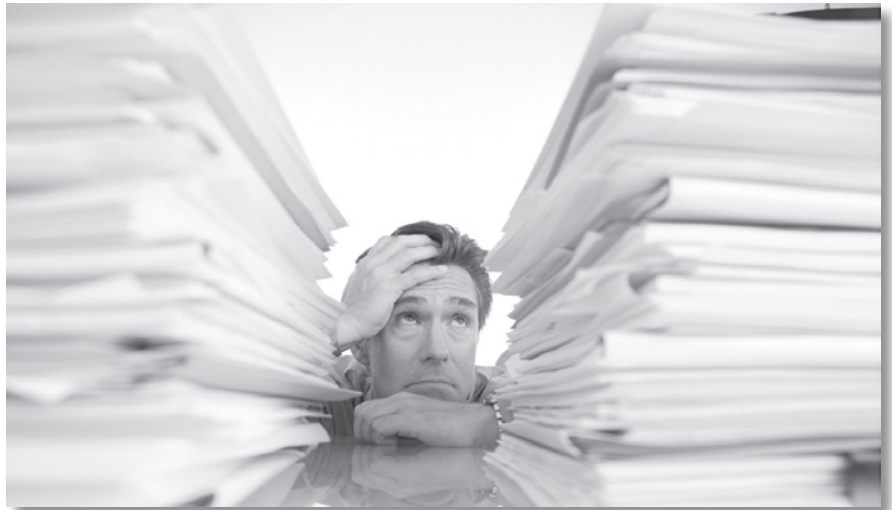
Have you given us your group and individual NPI?

Is it possible that you originally only applied for an individual NPI number and not a group/practice NPI number? If so, we need that NPI information for our records. Please fax your updated NPI information to (800) 698-2043 or contact your provider relations representative.

Go Paperless with PersonalCare

What do we mean when we say “paperless”?

- PersonalCare no longer sends paper Remittance Advice (RA) via the U.S. mail. However, a print-ready PDF of your paper RA is available through our free and secure website (www.DirectProvider.com).
- You may also elect to receive an 835/ERA, in addition to using our website, but it is not a prerequisite for going paperless.
- If you are set up with electronic fund transfer (EFT) and you choose to go paperless, you will not receive any paper RA communications.
- If you are not set up with EFT and you choose to go paperless, you will still get a paper check, but the RA will not be attached. This will dramatically impact any potential savings, as postage is a significant part of the total cost of distributing RAs and checks. Any provider going paperless is strongly encouraged to accept an EFT.



What are the advantages to going paperless?

- *Higher level of HIPAA security.* Viewing the RA through the website is more secure than having reams of paper RAs around your office that must be shredded.
- *Quicker availability.* PDFs of the paper RA are available through the website within 48 hours of a check run. Paper RAs can take 7–10 days to go through the print and mailing process.
- *Search ability.* The PDF can be searched by any value within the RA.
- *Increased availability.* Paper RAs can be lost, destroyed or misdirected within the practice or in the mailing process. The website is always available and can be accessed by multiple sites concurrently.
- Individual pages of the RA can be printed. The entire RA is not needed.

How can I go paperless?

Contact your provider relations representative at (800) 562-5792. They will assist you with going paperless.

COVENTRY HEALTH CARE, INC.
REMITTANCE ADVICE OUTPUT SELECTION FORM

This form allows you to receive Coventry Health Care remittance advices in an on-line electronic format. Please remit to the address listed below. (Allow 2-4 weeks for processing.)

<input type="checkbox"/> Allius ¹	<input type="checkbox"/> CHC of Iowa ¹	<input type="checkbox"/> CHC of Nebraska ¹	<input type="checkbox"/> PersonalCare ¹	<input type="checkbox"/> CHC of Kansas ¹
<input type="checkbox"/> GHP ¹	<input type="checkbox"/> CHC of Tenn ¹	<input type="checkbox"/> Advantra Freedom ²	<input type="checkbox"/> Southern Health ²	<input type="checkbox"/> CHC of Georgia ²
<input type="checkbox"/> Wellpath ²	<input type="checkbox"/> CHC of Delaware ²	<input type="checkbox"/> CHC of Louisiana ²	<input type="checkbox"/> Health America & Health Assurance ²	
<input type="checkbox"/> Carelink ²	<input type="checkbox"/> Carelink Medicals ²	<input type="checkbox"/> Diamond Plan ²	<input type="checkbox"/> SouthCare ²	<input type="checkbox"/> Carenet ³
<input type="checkbox"/> OmnCare ³	<input type="checkbox"/> HealthCare USA ³	<input type="checkbox"/> Coventry National Accounts ⁴		

Federal Employees Benefit Plan⁴
(Plans with the same superscript above, will be updated to the same option chosen below.)

Provider Information

Plan Name: Please check the Coventry Health Plan name(s) listed above to which you submit claims

Pay-to Provider Name: _____ Pay-to Provider NPI: _____

Pay-to Provider Tax ID Number: _____ Contact Tel. Ph. #: _____

Contact Name: _____

Address: _____

Remittance Advice Format

Please Select one of the Following.

I wish to receive the Coventry Health Care Remittance Advice on-line at DirectProvider.com. By selecting this option the RA will no longer receive an RA by mail from Coventry Health Care.

I wish to continue to receive the Coventry Health Care Remittance Advices by mail from Coventry Health Care.

By electing to receive Remittance Advices on-line, I on behalf of the Practice as set forth above, acknowledge and agree to the following:

- ❖ I am authorized to make this election on behalf of the above named Provider.
- ❖ The Provider is responsible to look for and retrieve Remittance Advices from DirectProvider.com.
- ❖ The Provider will be deemed to have received a Remittance Advice (and notices contained therein) once it becomes available on DirectProvider.com.
- ❖ The electronic version of the Remittance Advice constitutes the written notices of claims determinations (e.g., payment, denial) required by my state's prompt payment laws and may include other notifications required by law.

I understand and agree to the terms and conditions set forth in this form.

Signature: _____ Date: _____

Remit To: PersonalCare Provider Relations
2110 Fox Drive, Ste A
Champaign, IL 61820
Fax To: 800-698-2043
Email To: info@PersonalCare.ora

For Coventry Use ONLY

Date Received: _____
Processed By: _____

Reminder to All Providers Regarding Claims Submission and Prior Authorization

How do you submit claims?

PersonalCare accepts electronic claims. Our payor ID number is 25146.

PersonalCare's medical claims mailing address is:

PersonalCare
P.O. Box 7141
London, KY 40742

Submitting new claims via fax to the Customer Service Department will delay claims processing.

If you are submitting a corrected claim, medical records, etc. for a provider claim payment reconsideration, please submit to:

PersonalCare Resubmission
P.O. Box 7144
London, KY 40742

How do you know if a service requires prior authorization?

PersonalCare's prior authorization requirements on our website (www.PersonalCare.org), under **Prior Authorization Requirements** located on the provider page. Also, listed under **Prior Authorization Requirements** is a list of surgical CPT codes that

require a prior authorization when performed in an outpatient setting (hospital or ambulatory surgery center).

If you are unable to find information you are searching for on our website, please contact our Customer Service Department at (800) 562-5792. Our Customer Service Department can also assist you with benefits and eligibility questions. You need your tax identification number and patient information (name and ID number) when calling.

Please note you can use www.DirectProvider.com to verify benefits and eligibility and to review the status of an authorization. You must be a registered user, as it is a password protected system. Medical and imaging criteria forms for various procedures including MRIs, MRAs and CT scans can be found in the **Resource Library**. Please review these forms prior to calling our Prior Authorization Department to expedite your call. The Prior Authorization phone number is (866) 557-8748.

If you have any further questions, please contact your provider relations representative.

Board Certification Update

PersonalCare's goal is to keep board certification information on our website accurate. If your board certification status was renewed and we do not have updated information from you, NCQA requires that we list you in our directories as "not board certified" until we receive evidence that your boards did not expire. As you become newly certified or recertified, please provide your name, your board-certified specialty, the name of the certifying board, and the date of certification to:

PersonalCare,
Attention: Credentialing
2110 Fox Drive
Champaign, IL 61820

Or fax to (217) 373-3995
Attention: Credentialing

If you have further questions regarding the credentialing process, please contact PersonalCare's credentialing staff at (217) 366-5572 or (217) 366-1226, extension 1351.

Evaluation of New Technology

PersonalCare and our parent company, Coventry Health Care, evaluate benefit coverage for new medical technologies or new applications of existing technologies on an ongoing basis. These technologies may include medical procedures, drugs and devices. The following factors are considered when evaluating the proposed technology:

- Existence of final approval from appropriate regulatory bodies.
- Scientific evidence that permits conclusions concerning the effect of the technology on health outcomes.
- Technology that improves the net health outcome; and is as beneficial as any established alternatives.

The evaluation process includes a review of the most current, published, authoritative medical and scientific information pertaining to the proposed technology.

We obtain information from a variety of sources including applicable medical and scientific journals, medical databases, specialty medical societies and applicable government publications.

www.PersonalCare.org—The Information You Need at Your Fingertips

PersonalCare puts valuable information right at your fingertips. You can start at the Provider home page.

Click on **Provider Information** to find:

- Our comprehensive provider search
- Our drug formulary, also available in a PDA version
- Current and past issues of our provider newsletter, *Network News*
- Credentialing criteria and providers' rights related to credentialing
- Preventive health guidelines and clinical practice guidelines
- Information on disease management programs
- Availability of complex case management and how providers may refer members
- Our notice of privacy practices
- Our quality improvement annual evaluation

Click on the **Provider Manual** link to find:

- Our overview of utilization management and concurrent review, and information on how to contact a reviewer to discuss a case
- Our appeals, precertification and prior authorization requirements
- Our utilization management criteria
- Our policy on financial incentives
- A summary of our evaluation of new medical technology
- Member rights and responsibilities
- Medical record documentation standards



Visit us online at www.PersonalCare.org or contact your provider relations representative to request printed copies of this information.

Premature Birth Generally Not a Valid Reason to Delay Immunization

According to the Centers for Disease Control and Prevention (CDC), vaccines should begin on a schedule based on the infant's chronological age. Some health care providers inappropriately use a premature infant's gestational age as a basis for timing immunizations. This results in missed opportunities to administer vaccines. According to the CDC, premature infants have been shown to respond adequately to vaccines used in infancy.

One possible exception pertains to Hepatitis B immunization of low birth weight infants (less than 2,000 grams). Studies show decreased seroconversion rates may occur in low birth weight infants after administration of Hepatitis B vaccine at birth. However, after one month of chronological age, these infants appear to respond similarly to larger infants.

All premature infants born to Hepatitis B surface antigen (HBsAg)

positive mothers and mothers with unknown HBsAg status must receive immunoprophylaxis with hepatitis B vaccine and Hepatitis B immunoglobulin within 12 hours after birth. If these infants weigh less than 2000 grams at birth, the initial vaccine dose should not be counted towards completion of the Hepatitis B vaccine series, and three additional doses of Hepatitis B vaccine should be administered at one month of age.

For additional information on immunizations, visit the CDC website (www.cdc.gov). For a copy of PersonalCare's immunization schedules, as well as downloadable forms from the CDC, please visit the **Providers** section of the PersonalCare website (www.PersonalCare.org).

Preventive Health and Clinical Practice Guidelines



PersonalCare actively works to help improve the health status of our members. Our preventive health care guidelines are based on recommendations from national medical associations and authorities. The following guidelines are available online:

- Adult preventive
- Asthma
- Diabetes
- Depression
- Prenatal and perinatal preventive
- Pediatric preventive
- Pediatric immunization

Visit www.PersonalCare.org and access the **Providers** section. Scroll down to the bottom of the page and you will see the subsection **Provider Information**. Click on the link labeled **Practice Guidelines**.

Utilization Management Criteria

PersonalCare uses the following protocols based on national criteria and reviewed by the Quality Improvement/Utilization Management Committee:

- Coventry Health Care corporate policies including, but not limited to corporate new technology assessments and corporate medical review policies
- InterQual guidelines, Milliman and Robertson HealthCare Management guidelines and other nationally recognized medical management criteria
- American College of Obstetrics and Gynecology criteria
- Specialty society and internally developed guidelines/policies
- Medicare coverage issues
- National Comprehensive Cancer Network guidelines

Current versions of our prior authorization requirements and related schedules are available on our website (www.PersonalCare.org). Access the **Providers** section on the main page and select **Prior Authorization Requirements and Codes** located under the **Provider Information** section.

The medical injectable prior authorization list, the prior authorization list for prescription drugs and the self administered injectable medications list are modified throughout the year. All new injectable drugs require a prior authorization unless otherwise notified. Contact your provider relations representative at (800) 562-5792 if you have any questions or would like paper copies of our schedules.

How Well Do You Communicate With Your Patients?

Did you know that health literacy affects patient compliance, patient satisfaction, in addition to costing the health industry as much as \$58 billion a year?

What is health literacy?

Health literacy is the ability to read, understand and effectively use basic medical instructions and information. Low health literacy can affect anyone of any age, ethnicity, background or education level.

People with low health literacy:

- Are often less likely to comply with prescribed treatment and self-care regimens.
- Fail to seek preventive care and are at higher (more than double) risk for hospitalization.
- Remain in the hospital nearly two days longer than adults with higher health literacy.
- Often require additional care that results in annual health care costs that are four times higher than for those with higher literacy skills.

FACT: Health literacy is not the same as general literacy. A rocket scientist diagnosed with diabetes may have trouble understanding a new and complex self-care routine.

Why is health literacy important to you?

Chances are high that some of your patients are among the 90 million people in the United States whose health may be at risk because of difficulty in understanding and acting on health

information. In fact, you may not even know that these patients are in your practice because:

- They are often embarrassed or ashamed to admit they have difficulty understanding health information and instructions.
- They are using well-practiced coping mechanisms that effectively mask their problem.

What can you do to help?

- Use plain, understandable language to communicate clearly.
- Avoid using medical jargon or unfamiliar terms, instead use laymen's terms to describe conditions, instructions, treatments, etc.

Sources: Partnership for Clear Health Communication at the National Patient Safety Foundation and Group Health Center for Health Studies.

Electronic Funds Transfer (EFT) Reminder

PersonalCare offers electronic payment services to our providers. Just like direct deposit for your paycheck, EFT permits the transfer of funds to your bank account. When you sign up for EFT with PersonalCare, any payments from other Coventry plans will also be made via EFT. If you are interested in EFT transfers, contact your provider relations representative for more information.

Please note: PersonalCare does not pay self-insured claims via EFT.

How to Contact Us

Website:

www.PersonalCare.org

Provider Relations:

(800) 562-5792

Provider Relations Fax:

(217) 373-3995 or (800) 698-2043

Health Services Pre-authorization Department:

(217) 373-3998 or (866) 557-8748

Health Services Fax:

(217) 366-5564 or (800) 224-2009

After Hours Emergency:

(800) 562-5792

Mental Health Network:

(800) 423-8070

Medicare Advantra:

(866) 784-4916

Medical Director

(217) 366-1226

Claims Mailing Address:

PersonalCare
P.O. Box 7141
London, KY 40742

Note: You can contact your provider relations representative toll-free by calling (888) 366-6730 and entering the last four digits of his/her number when prompted.

Kim Kresin

Provider Relations Director
(217) 366-5709

Lynn Hardimon

Sr. Provider Relations Representative
(217) 366-5554

Geri Heissler

Provider Relations Representative
(217) 366-1364

Mary Harrison

Sr. Provider Relations Representative
(217) 366-5533

Andrea Roberts

Sr. Provider Relations Representative
(217) 373-8659

Heather Dickson

Sr. Provider Relations Representative
(815) 721-2105 or toll-free (866) 841-8496

Nancy Jacobs

Provider Relations Representative
(309) 686-3806 or toll-free (866) 895-7412

SEPTEMBER 2008

Editor ~ Burt Bollinger

Network News, a publication for PersonalCare providers, is published periodically by PersonalCare Insurance of Illinois, Inc. with offices at 2110 Fox Drive, Champaign, IL 61820. All rights reserved. Questions or story suggestions: (217) 366-5535.

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