

Frequently Asked Questions

1. [Who is AIM Specialty Health[®] \(AIM\)?](#)

Blue Cross and Blue Shield of Louisiana and HMO Louisiana, Inc. are contracted with AIM, an independent company that provides prior authorizations for our Imaging Authorizations Program and **OptiNet[®]**.

2. [What is the **OptiNet** assessment tool?](#)

It is an online imaging provider registration tool that collects modality-specific data on advanced imaging providers in areas such as facility qualifications, technologist and physician qualifications, accreditation, and equipment. This information is used to determine conformance to industry-recognized standards, including those established by the American College of Radiology (ACR) and the Intersocietal Accreditation Commission (IAC).

Blue Cross uses **OptiNet** to gather information about the capabilities of all network providers that perform the technical component of the following diagnostic imaging services:

- Computed Tomography (CT/CTA)
- Magnetic Resonance Imaging (MRI/MRA)
- Nuclear Medicine
- Positron Emission Tomography (PET)
- Ultrasound (Obstetrics, Gynecological, Abdominal)
- X-Ray
- Echocardiography
- Mammography

3. [My site is already ACR or Joint Commission accredited, should I still complete the assessment?](#)

Yes, we require that you complete the assessment despite ACR or Joint Commission accreditation. The Specific information that you will provide will not be viewed by ordering physicians, but rather a site score will be determined. We are using this score for transparency programs and future network programs.

4. [Why is Blue Cross conducting this assessment?](#)

As consumers and providers look for tools to support informed decisionmaking, our goal is to ensure that accurate and current information about imaging facilities and contracted imaging providers is available. The goal of this assessment is to establish information about the capabilities within the network. We are using this data for transparency programs.

All network providers that perform any of the services listed in question 2, must complete the assessment.

5. [How often will providers be asked to participate in this assessment process?](#)

Providers will receive an email notification when their assessment information is expiring, then again after expiration. If changes to provider capabilities occur prior to this time (e.g., new equipment, new physicians, etc.), you may update your information using **OptiNet** at any time.

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6. [How are the site indicators displayed during Provider Selection calculated?](#)

Site indicators are calculated using information submitted by each facility through the online assessment. This includes gathering information on facility qualifications, technologists and physician qualifications, accreditation, equipment, and equipment quality information and comparing it to industry-recognized standards, such as those established by the American College of Radiology (ACR) and the Intersocietal Accreditation Commission (IAC).

7. [How are provider scores calculated?](#)

Provider scores are based on the information gathered through the online assessment. Additionally, Blue Cross' Estimated Treatment Cost data is used to determine an average provider cost for each modality. The cost information is based on the allowed amounts of paid claims from the previous year for both professional and technical component claims.

8. [What happens if I choose not to complete the assessment?](#)

For any provider who performs imaging services that does not complete an assessment, a score will not be part of our benchmarking and negatively impacts the provider's ratings and the provider will not be included in future transparency programs or future reimbursement incentives.

9. [How do providers access the assessment?](#)

The assessment is available through iLinkBLUE (www.bcbsla.com/ilinkblue). Once in iLinkBLUE, click on the Authorizations and Medical Policy menu option, then click the "AIM Specialty Health" link. This will take you to AIM's **ProviderPortal**SM. Once on the portal, click the "Access Your Optinet Registration" option on the left menu bar, then click the "Access Your Optinet Registration" button.

OptiNet allows you to complete the assessment online at your convenience; it can be started, stopped and saved as necessary.

10. [How do you know your assessment is considered complete?](#)

Once your assessment has been submitted through **OptiNet**, your office will receive an email detailing your status and a registration number. If you have submitted all the required information, this email will confirm completion. If AIM requires further information to accurately assess your site, an email will be sent to you indicating that AIM will contact you for additional follow up information.

11. [Can I interrupt a session and save what I've entered for later?](#)

Yes. When you use **OptiNet** you always start from the beginning; but the information already entered is retained for future sessions as long as you saved what you entered. When you return to **OptiNet**, this information is displayed so you can move quickly through the pages either leaving the information as is, or editing as you go.

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12. How do I navigate within OptiNet?

The tabs and road map along the top of the **OptiNet** screen allow you to display the desired page. You can also move through the pages in order by clicking the "Next," "Save" and "Continue" buttons, or you can skip to the desired page once a section has been saved by clicking the appropriate road map links and tabs.

13. Can I use my browser "Back" button to go back a page?

It is not recommended. You may lose your connection to **OptiNet**. Instead, use the "Back" button at the bottom left corner of the page (when available). The "Cancel" button also backs you out of a page and displays the previous one.

14. How do I use the online help in **OptiNet**?

Click the "Help" tab at the right of the page to display a Helpful Tips panel.

15. What if I need additional Help?

At the bottom of every Helpful Tips panel is an "Advanced Help" link. Click this link to launch the full **OptiNet** online help system. If you still have a question, use the "Customer Service" link at the bottom of any page to email AIM Customer Support with your questions.

16. We have a mobile provider who comes into our office two days a week to provide imaging services. They provide both the machine and technologists. Who should fill out the assessment?

If your office bills the imaging claims, you need to complete the assessment as it relates to the staff and the safety of the office environment (appropriate signage, quality assurance processes, etc.). You should coordinate with your mobile provider to obtain the appropriate information on sections pertaining to the equipment and technologist(s) used by your facility. If the mobile unit bills Blue Cross under their own tax ID number (TIN) they would be responsible for filling out the site assessment.

17. What if a new physician or technologist enters my practice after the assessment process for my site is complete?

If a new physician or technologist enters a previously assessed site, the site should log in to the **OptiNet** application and add the physician/technologist to the list of physicians/technologists associated with that site.

18. What if our site purchases new equipment?

Please log into **OptiNet** and add the specified information for the new piece of equipment under the Equipment section of your existing record.



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19. If I have more than one imaging location, do I need to complete the assessment for each site?

Yes. You must complete the assessment for each location. However, if information in the assessment is similar for more than one location, once you complete the **OptiNet** assessment for one site, you will be able to copy the assessment for your other sites. To copy your assessment, login, select "Copy" from the "Actions" column on the site list and follow the steps when prompted.

20. What should I do if my site is not listed, is misspelled, or is missing information?

Your information in **OptiNet** is based on your Blue Cross provider record. To update your information, complete the Provider Update Form, available online at www.bcbsla.com, then click on "Forms for Providers."

21. If I have already completed the assessment for another payer, do I need to complete it again for Blue Cross?

Yes. However, you do NOT need to reenter your information. If you completed the assessment in association with the provider record in **OptiNet** for another health plan, you will be able to then copy the assessment to other health plan records listed for your site within **OptiNet**.

To copy your assessment, select "Copy" from the "Actions" column on the site list after you log in and follow the steps when prompted.

22. If I receive a score that I believe is incorrect, what should I do?

If you receive a site score that you believe is incorrect, please review the score legend at the bottom of your online scorecard; as well as, the "Understanding Your Scorecard" document that can be accessed from your scorecard. These reference documents outline the specific measures against which your site has been evaluated and will identify which areas may be deficient.

The best way to ensure your site score is accurate is to review your assessment and confirm that each section has been completed appropriately. If you still have a question after reviewing these materials, use the "Customer Service" link at the bottom of any page to email AIM Customer Support with your questions.