

# Blue Advantage Insight Newsletter

October 2019

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## Louisiana

## Blue Advantage (HMO) | Blue Advantage (PPO)

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HMO Louisiana, Inc. offers Blue Advantage (HMO). Blue Cross and Blue Shield of Louisiana, incorporated as Louisiana Health Service & Indemnity Co., offers Blue Advantage (PPO). Both are independent licensees of the Blue Cross and Blue Shield Association. Blue Advantage from HMO Louisiana, Inc. is an HMO plan with a Medicare contract. Blue Advantage from Blue Cross and Blue Shield of Louisiana is a PPO plan with a Medicare contract. Enrollment in either Blue Advantage plan depends on contract renewal.

AIM is an independent company that serves as an authorization manager for Blue Cross and Blue Shield of Louisiana and HMO Louisiana, Inc.

New Directions is an independent company that serves as the behavioral health manager for Blue Cross and Blue Shield of Louisiana and HMO Louisiana.

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## Blue Advantage Annual Wellness Coupon Program

Blue Advantage (BA) has started a new initiative, the Wellness Coupon program, to encourage our members to get a wellness check-up.

Last month, BA members received personalized Wellness Coupons, effective for dates of service on or after August 15, 2019, based on past and commonly overlooked diagnoses. They were instructed to schedule a wellness visit with their provider and bring the coupon with them.

A provider communication was sent in August to offer education on this new initiative and resources, including the sample coupon (displayed at right, **the sample coupon is not for office use**). These coupons are to serve as an easy reference tool for providers to see what diagnoses may be applicable to the member being treated.

When members come in with these coupons, providers should review the diagnoses listed and mark any additional codes that are applicable. Providers receive a \$20 reimbursement for each completed coupon, in addition to their fee for services. Completed coupons can be faxed to 1-844-843-9770. If a member has already had a wellness visit for the year, they can schedule a second visit to use their coupon. The second visit is at no cost to the member when the provider performs and reports CPT code G0438 or G0439 for the wellness visit.

**2019 ANNUAL WELLNESS EXAM COUPON - DO NOT DISCARD**

If you have any questions, please call 1 (844) 753-1450 (TTY 711), Monday-Friday from 8 a.m. to 5 p.m.

**ATTENTION: HMO LOUISIANA/BLEU CROSS AND BLUE SHIELD OF LOUISIANA MEMBER**

Please take this coupon to your in-network HMO Louisiana/Blue Cross and Blue Shield of Louisiana Primary Care Provider for an Annual Wellness exam AT NO CHARGE to you!

**ATTENTION: HEALTHCARE PROVIDER & OFFICE MANAGER**

HMO Louisiana/Blue Cross and Blue Shield of Louisiana members have no deductibles, copays or coinsurance for this Annual Wellness exam. The following services (CPT codes) should be billed with the wellness ICD-10 Z00.00 or Z00.01 as primary, together with all other appropriate ICD-10 diagnosis codes including any of the diagnoses on the back of this page.

**CODES TO BILL:**

Annual Wellness Exam - G0439

**AND THE FOLLOWING SCREENINGS:**

85025 CBC  
80053 CMP  
80061 Lipid panel  
81002 Urine Dip  
93000 EKG if indicated (e.g., irregular heart rhythm)  
82270 FOBT x 3 for patients 50-75

**For Diabetics, add the following:**  
83036 HgA1C  
82043 Urine Microalbumin

Schedule an annual eye exam for retinopathy screening

**For Females, consider the following:**  
Mammogram and Pap Smear

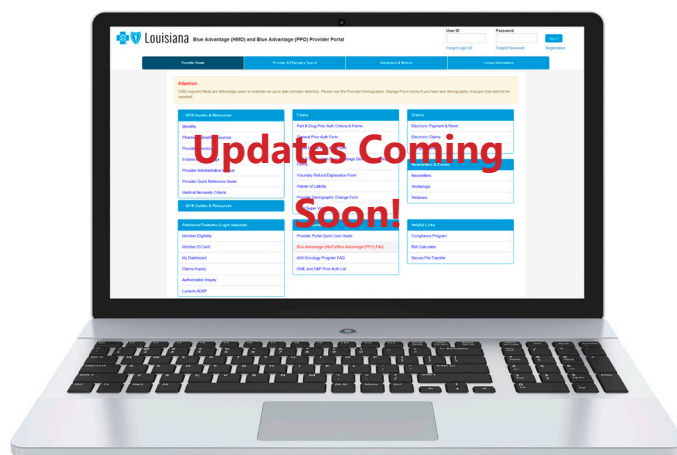
Monitoring of chronic stable conditions, prescription refills and vaccinations may also be included in the examination.

HMO Louisiana, Inc. offers Blue Advantage (HMO). Blue Cross of Louisiana offers Blue Advantage (PPO). Both are independent. Blue Advantage from HMO Louisiana, Inc. is an HMO. Blue Advantage from Blue Cross of Louisiana is a PPO plan with a Medicare contract. Enrollment information: contact Blue Cross and Blue Shield of Louisiana.

If a member loses their coupon or needs an extra copy, please call 1-844-753-1450 to request another one.

## The Blue Advantage Provider Portal is Getting a New Look!

Beginning October 15, 2019, you will notice our new and improved provider portal. We are making updates to the current platform to enhance your experience and offer greater support. Once all changes have been finalized, we will communicate them to you in more detail.



## AIM Updates Clinical Appropriateness Guidelines

We recently sent a communication informing providers that updates to the clinical appropriateness guidelines for our high-tech imaging program, went into effect on September 28, 2019. As a reminder, AIM Specialty Health® (AIM) is updating the following guidelines:

### Spine imaging guideline:

- Multiple sclerosis or other white matter disease
- Spinal infection
- Cervical injury
- Thoracic or lumbar injury
- Paget's disease
- Spontaneous (idiopathic) intracranial hypotension (SIH)
- Perioperative imaging, including delayed hardware failure, not otherwise specified
- Neck pain (cervical)
- Mid-back pain (thoracic)

### Brain imaging guideline:

- Infection
- Multiple sclerosis and other white matter diseases
- Movement disorders (adult only)
- Neurocognitive disorders (adult only)
- Trauma
- Pituitary adenoma
- Tumor
- Hematoma or hemorrhage – intracranial or extracranial
- Hydrocephalus/ventricular assessment
- Pseudotumor cerebri
- Spontaneous intracranial hypotension
- Abnormality on neurologic exam
- Ataxia
- Dizziness or vertigo
- Headache
- Hearing loss
- Tinnitus

### Extremity imaging guideline:

- Congenital or developmental anomalies of the extremity (pediatric only)
- Discoid meniscus (pediatric only)
- Soft tissue infection
- Osteomyelitis
- Septic arthritis
- Bursitis
- Capitellar osteochondritis
- Fracture
- Patellar dislocation
- Patellar sleeve avulsion
- Trauma complications
- Bone lesions
- Soft tissue mass – not otherwise specified
- Lisfranc injury
- Labral tear – hip
- Labral tear – shoulder
- Meniscal tear and ligament tear of the knee
- Rotator cuff tear (adult only)
- Avascular necrosis
- Lipohemarthrosis (pediatric only)
- Paget's disease – new multimodality indication
- General perioperative imaging (including delayed hardware failure), not otherwise specified



**AIM appropriate-use criteria are available online at [www.aimspecialtyhealth.com](http://www.aimspecialtyhealth.com). Click the "download now" button then choose the appropriate guidelines section.**



## AIM Updates Coming in November

On November 10, 2019, AIM will update the Advanced Imaging Clinical Appropriateness Guidelines for the following imaging types:

### Oncologic imaging guideline:

- Colorectal cancer, germ cell tumors, kidney cancer, multiple myeloma, prostate cancer and cancers of unknown primary/cancers not otherwise specified
- Added new sections on hepatobiliary cancer and suspected metastases
- Added allowance for MRI and/or MRCP for diagnostic workup of hepatocellular carcinoma, intrahepatic cholangiocarcinoma and extrahepatic cholangiocarcinoma
- Added allowance for PET “when standard imaging prior to planned curative surgery for cholangiocarcinoma has been performed and has not demonstrated metastatic disease”

### Vascular imaging guideline:

- Brain, head and neck: Aneurysm -intracranial and extracranial, arteriovenous malformation (AVM) and fistula (AVF), fibromuscular dysplasia, hemorrhage-intracranial, stenosis or occlusion -extracranial, stenosis or occlusion -intracranial, stroke and venous thrombosis or compression -intracranial
- Chest: acute aortic syndrome, aortic aneurysm, pulmonary artery hypertension
- Abdomen and pelvis: acute aortic syndrome, aneurysm of the abdominal aorta or iliac arteries, hematoma/hemorrhage within the abdomen or unexplained hypotension, renal artery stenosis (RAS)/renovascular hypertension, venous thrombosis or compression –intracranial, stenosis or occlusion of the abdominal aorta or branch vessels, not otherwise specified
- Upper extremity: peripheral arterial disease, venous thrombosis or occlusion
- Lower extremity: added physiologic testing for peripheral arterial disease and further defined indications for classic presenting symptoms of lower extremity peripheral arterial disease
- Added arterial ultrasound guideline content (currently published in a separate guideline)
- Aligned peripheral arterial ultrasound with advanced vascular imaging criteria

### Cardiac imaging guideline:

- Blood pool imaging: changes address appropriate evaluation and surveillance of left ventricular (LV) function in patients following cardiac transplantation. Additional language is more restrictive based on the literature and aligns with the resting transthoracic echocardiography guideline.
- Cardiac CT: quantitative evaluation of coronary artery calcification has been revised with new more expansive language based on review of the literature

**AIM appropriate-use criteria are available online at [www.aimspecialtyhealth.com](http://www.aimspecialtyhealth.com). Click the “download now” button then choose the appropriate guidelines section.**

## Provider Pay Disputes

If a provider disagrees with the amount paid on a Blue Advantage claim, they may send a written pay dispute to:

Blue Cross and Blue Shield of Louisiana/HMO  
Louisiana, Inc.,  
Provider Disputes  
P.O. Box 7003  
Troy, MI 48007

Your request should outline the basis for the dispute and should include documents supporting your position.

## 2019 Holiday Schedule for AIM and New Directions

Offices will be closed on the following days:

- Thursday, November 28 - Thanksgiving Day
- Friday, November 29 - Day after Thanksgiving
- Wednesday, December 25 - Christmas Day

Authorizations can still be submitted through iLinkBlue ([www.BCBSLA.com/ilinkblue](http://www.BCBSLA.com/ilinkblue)>Authorizations) using the appropriate authorization portal

## Fraud, Waste and Abuse Trends

Blue Cross and Blue Shield of Louisiana (BCBSLA) continues to see a significant trend in providers contracting with third parties to participate in marketing of pharmaceuticals, diabetic supplies, durable medical equipment (DME) and genetic testing, as a referring provider.

When a physician's only contact with the member is a brief phone conversation or online review of patient data, our concern becomes the nature of the provider-patient relationship. Particularly if the provider, third-party or both are being paid a fee to conduct these calls, sales and production.

This gap in communication could result in members receiving unnecessary or contraindicated medication, supplies or testing without their primary care provider's knowledge due to the lack of care coordination. All providers should be aware of this issue to protect our Blue Advantage beneficiaries and avoid inappropriate treatments.

BCBSLA is continuing to review these matters. If you have any information relevant to these arrangements, please contact the BCBSLA Fraud Hotline at 1-800-392-9249.



## Accurate Coding Using Laterality and Location as Key Qualifiers

Everyone can agree on one thing about ICD-10-CM, there are a tremendous number of codes. In fact, the number of codes has increased by five times the number of ICD-9-CM codes. While the system is more detailed, there are a few areas that are key to enhancing specificity when coding.

One of the first points cited by the Centers for Disease Control (CDC) in promoting the benefits of moving to ICD-10-CM states, "The greater level of detail in the new code sets includes laterality, severity and complexity of disease conditions, which will enable more precise identification and tracking of specific conditions."

Location and/or laterality are two levels of specificity that have the greatest impact on code accuracy. If a condition, injury or symptom impacts a bilateral organ or appendage, or affects a body part with multiple discrete locations, for example abdominal pain that relies on quadrant or other specific site (periumbilical) identification, including the location/laterality is necessary. Refer to the following table for a more detailed breakdown and some insight as to how additional words may be needed to get that desired level of specificity in diagnostic statements.

Condition	Location	Laterality/Location	Additional Qualifiers
Cancer	Organ	Anatomic location within organ; right or left	Quadrant, overlapping sites
Fracture/Sprain	Trunk areas/extremity/muscle group	Spinal landmarks; right or left	Open or closed fractures; number of ribs fractures
Abdominal Pain	Quadrant	Right upper, lower; Left upper, lower	Other landmark locations-periumbilical, etc.
Spinal Disorders	Cervical, Thoracic, Lumbar, Lumbosacral	Anterior or posterior when applicable	
Stroke	Hemisphere	Right or left	Dominant or non-dominant
Stroke with Residual Paresis	Extremity	Right or left	
Otitis Media		Right, left or bilateral	Acute, recurrent, or chronic
Cellulitis of Skin	Extremity	Right or left	Body part; upper/lower

Note: This table is meant to provide broad examples of where laterality may apply. It is limited in nature and should not be considered an all-inclusive example.



## Who Do I Contact if I Have Questions?

For claims status, member eligibility, benefit verification and care management questions that cannot be addressed through the Blue Advantage Provider Portal, Blue Advantage network providers may contact Blue Advantage Customer Service at 1-866-508-7145.

For questions about Accountable Delivery System Platform (ADSP) training, accessing panel reports, financial incentive reports or care gap and RAF scores, contact [provider.relations@bcbsla.com](mailto:provider.relations@bcbsla.com).

If you are a Quality Blue Primary Care (QBPC) or Quality Blue Value Partnership (QBVP) partner, our Quality Blue teams are accountable for engaging with your practice/entity to share Blue Advantage quality performance updates. For non QBPC and QBVP questions specific to the Blue Advantage quality program, you may contact your Provider Relations Representative or send an email to [provider.relations@bcbsla.com](mailto:provider.relations@bcbsla.com). If you are unsure of who your Provider Relations representative is, visit [www.BCBSLA.com/providers](http://www.BCBSLA.com/providers) > Provider Networks > Provider Support.

## Earn Free Continuing Medical Education Credits

We offer FREE continuing medical education (CME) credits that you can earn directly through the Washington University CME portal.

To Access the Washington University CME Portal and course listing:

1. Go to [cmeonline.wustl.edu/bcbsl](http://cmeonline.wustl.edu/bcbsl)
2. Click "New Account"
3. Enter registration information
4. Click "Sign Up"

If you are not receiving our communications,  
you may need to update your contact  
information...

## Do We Have Your Current Contact Information?

Use the Provider Update Request Form to submit updates or corrections to your practice information. The form is available online at [www.BCBSLA.com/providers](http://www.BCBSLA.com/providers) > Resources > Forms.





# Webinars

Although 2019 is coming to an end, we still have a few educational events you don't want to miss. The following webinars will be held in November:

- **November 6 - BA Diagnostic Accuracy/STARS**  
Covering: Medicare Risk Adjustment, Medicare Advantage and Completion Quality Care, HEDIS and Part D drug measures
- **November 20 - New to Blue Advantage**  
Covering: claims filing options, medical documentation, Blue Advantage Provider Portal and other Blue Advantage resources

These webinars are for our current and new BA network providers. Please plan to attend and let others in your office know about these events. Invitations will be emailed closer to the event dates.

# Workshops

## Recap: 2019 Blue Advantage Workshops

In June, we completed this year's Blue Advantage Provider Workshops. Thank you to all who were able to attend these events.

We covered information on compliance reminders, member ID cards, customer service, role of the PCP/ADSP tool, Health Risk Assessments (HRAs), secure online services, medical documentation and management, pharmacy, billing requirements and more.

If you were unable to attend one of the workshops or need an additional copy of this year's presentation, it is available through iLinkBlue on the Blue Advantage Provider Portal. Go to [www.BCBSLA.com/ilinkblue](http://www.BCBSLA.com/ilinkblue), then click on Blue Advantage under the "Other Sites" section.



**Provider  
Events!**



View this newsletter online at [www.BCBSLA.com/ilinkblue](http://www.BCBSLA.com/ilinkblue), then click on “Blue Advantage” under Other Sites

## Blue Advantage Insight

*Blue Advantage Insight* is a publication to keep our network providers informed on the latest Blue Advantage news. We encourage you to share this newsletter with your staff.

The content in this newsletter is for informational purposes only. Diagnosis, treatment recommendations and the provision of medical care services for Blue Advantage members are the responsibilities of healthcare professionals and facility providers.

## What's on the Provider Portal

### [www.BCBSLA.com/ilinkblue](http://www.BCBSLA.com/ilinkblue) > Blue Advantage

- Accountable Delivery System Platform (requires additional login), which includes:
  - Member Eligibility
  - Member ID Card
  - Claims Inquiry
  - Authorization Inquiry
- Forms
- Help Documents
- Claims
- Helpful Links
- Updated Manual
- Updated Quick Reference Guide

## Important Contact Information

### Authorizations (including Case and Medical Management)

1-866-508-7145, option 4, option 4

### Behavioral Health

1-877-250-9167 (for customer service and non-facility authorizations)

### Blue Advantage Customer Service

1-866-508-7145

[customerservice@blueadvantage.bcbsla.com](mailto:customerservice@blueadvantage.bcbsla.com)

### Blue Advantage Provider Portal

1-866-397-2812

### Provider Credentialing & Data Management

1-800-716-2299, option 3

[network.administration@bcbsla.com](mailto:network.administration@bcbsla.com)

### Population Health Managers

[accountablecareteam@blueadvantage.bcbsla.com](mailto:accountablecareteam@blueadvantage.bcbsla.com)

### Pharmacy

1-800-935-6103/TTY:711

*For additional contact information on Blue Advantage services, please refer to our Provider Quick Reference Guide found on the Blue Advantage Provider Portal.*

**Please share this newsletter with your office staff. This and past newsletters are available on the Blue Advantage Provider Portal ([www.BCBSLA.com/ilinkblue](http://www.BCBSLA.com/ilinkblue) > Blue Advantage).**