## REMINDERS

For the listening benefit of webinar attendees, we have muted all lines and will be starting our presentation shortly.

- This helps prevent background noise (e.g., unmuted phones or phones put on hold) during the webinar.
- This also means we are unable to hear you during the webinar.
- Please submit your questions directly through the webinar platform only.

#### **How to submit questions:**

- Open the Q&A feature at the bottom of your screen, type your question related to today's training webinar and hit "enter."
- Once your question is answered, it will appear in the "Answered" tab.
- All questions will be answered by the end of the webinar.



## Blue Advantage PCP Incentives: Rewarding Quality Care

### September 20, 2023



Anna Granen
Senior Provider Relations Representative
Blue Cross and Blue Shield of Louisiana



Clint Mercer Value Program Manager Blue Cross and Blue Shield of Louisiana



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Blue Cross and Blue Shield of Louisiana HMO offers Blue Advantage (HMO). Blue Cross and Blue Shield of Louisiana, an independent licensee of the Blue Cross Blue Shield Association, offers Blue Advantage (PPO).

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### Who are we?

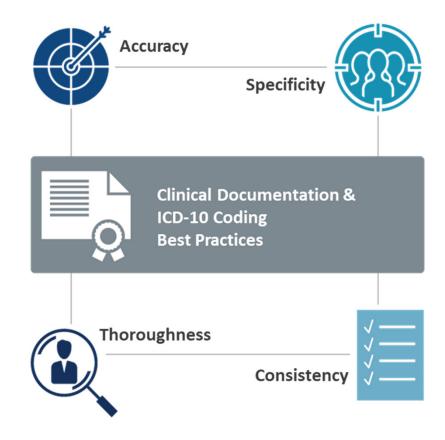




- Blue Advantage provides HMO and PPO networks to our Blue Advantage members.
- Offers support for population health visits as well as additional quality programs such as the Blue Advantage Coupon program and HEDIS®/Star ratings improvement for Blue Advantage members.

### **Best Practices in Medical Record Documentation**

- Documentation needs to be sufficient to support and substantiate coding for claims or encounter data.
- Chronic conditions need to be reported every calendar year including key condition statuses (e.g., leg amputation and/or transplant status must be reported each year).
- Include condition specificity where required to explain severity of illness, stage or progression (e.g., staging of chronic kidney disease).
- Treatment and reason for level of care needs to be clearly documented; chronic conditions that potentially affect the treatment choices considered should be documented.





# Importance of Complete and Accurate Clinical Documentation and ICD-10 Coding

- Physicians that treat sicker populations have higher average cost and utilization per patient. Risk-adjusted reporting can accurately reflect these sicker patients.
- The Centers for Medicare and Medicaid Services (CMS) sets risk scores for a calendar year based on diagnoses from the previous calendar year.
- All existing diagnoses must be submitted every calendar year for risk scores to be accurate.
- Member attribution is done by wellness exams.

## **Role of Primary Care Providers**

The PCP should be involved in the overall care of the member

- Oversee, coordinate, discuss and direct the member's care with the member's care team, specialists and hospital staff.
- Develop and grow the provider-member relationship while being proactive and cost effective.
- Responsible for coordinating members' medically necessary services.

When a member changes PCPs, upon request, the prior PCP has 10 business days of request to submit records to new PCP.

Members who have a strong relationship with their PCPs are healthier, more adherent to their medication regiment and less likely to be hospitalized.

\*Quality and Experience of Outpatient Care in the United States for Adults With or Without Primary Care: <a href="https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2721037">https://jamanetwork.com/journals/jamainternalmedicine/fullarticle/2721037</a>

\*Primary care visits increase utilization of evidence-based preventative health measures: <a href="https://bmcprimcare.biomedcentral.com/articles/10.1186/s12875-020-01216-8">https://bmcprimcare.biomedcentral.com/articles/10.1186/s12875-020-01216-8</a>



## Importance of Annual Wellness Visits

- Provides the ability to effectively assess your patients' chronic conditions, as well as close care and coding gaps for Blue Advantage patients.
- Covered at 100%, once every calendar year, for Blue Advantage patients.

#### Quality

Assess and capture outstanding Star
 Rating care gaps for value-based contract
 performance and better patient
 outcomes.

#### Risk Adjustment

 Greater appointment time allotment for comprehensive assessment and care planning for chronic conditions.

## **Coding for Annual Wellness Visits**

**G0438:** Initial Annual Wellness Visit (AWV)

**G0439:** Subsequent AWV

**ICD-10:** Z00.00 or Z00.01 medical examination with or without abnormal findings and all applicable diagnoses

For telemedicine visits, bill appropriate wellness visit CPT® code (Modifier 95 and POS 10).



## Blue Advantage Annual Wellness Coupon Program

- Blue Advantage members will receive a paper coupon in the mail as part of our Annual Wellness Coupon Program.
- The coupons are for the patient's annual wellness exam, which should be provided by a primary care provider.
- The current coupon program is limited to only Blue Advantage members.



## **Goals of the Annual Wellness Coupon Program**



To help facilitate wellness visits by the patient's primary care provider.



Document commonly overlooked conditions/diagnoses that may be applicable to the patient.



Identify conditions based on claims history.



Ensure all diagnoses are submitted yearly.



Complete preventative services, including verification of medications and adherence.

## **Coupon Diagnosis Details**

- Coupons are customized per patient and are based off claims and other health information.
- Category (1) diagnoses are previously submitted chronic diagnoses. If they still exist, bill them on the wellness claim.
- Category (2) diagnoses are suspected diagnoses. Only bill codes that apply to the patient.
- Category (3) diagnoses are commonly overlooked diagnoses.
- Generic wellness coupon If no claims or medical history exist for a patient, they will not have Category (1) or (2) codes on their coupon. Code all diagnoses that the patient is known to have.



## **Generic Annual Wellness Coupon**

#### 2023 ANNUAL WELLNESS EXAM COUPON - DO NOT DISCARD

If you have any questions, please call 1-833-949-2788 (TTY 711), Monday - Friday from 8 a.m. to 5 p.m.



#### ATTENTION: Blue Advantage (HMO) | Blue Advantage (PPO) Member

Please take this coupon to your in-network Blue Advantage Primary Care Provider for an Annual Wellness exam AT NO CHARGE to you!

#### ATTENTION: HEALTHCARE PROVIDER & OFFICE MANAGER

Blue Advantage 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:

85025 CBC

80053 CMP

G0328 iFOBT x 1

Annual Wellness Exam - G0439

#### AND THE FOLLOWING SCREENINGS:

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 HgbA1C 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.

Blue Cross and Blue Shield of Louisiana HMO offers Blue Advantage (HMO). Blue Cross and Blue Shield of Louisiana, an independent licensee of the Blue Cross Blue Shield Association, offers Blue Advantage (PPO).

PROVIDER: PLEASE COMPLETE OTHER SIDE Y0132\_22-346\_MKLA\_C

## **Generic Annual Wellness Coupon**

atient Name: Patient Name		Primary Care I	Provider (PCP):	PCP Name			
Patient Address: 111 Sugarwood Blvd		PCP Signature					
Monroe, La 71203		NPI#:	TA	X ID (Optional):			
OB: 3/1/1960		Date of Visit:					
fember ID #: MDV1234567		Coupon ID:	123456				
dditional \$100 to the provider when this for IAGNOSES ON YOUR WELLNESS VIS be wellness claim. For any questions or conc ill one of the following as primary: Wellness Exam without abnormal finding OR.	IT CLAIM. You ems, please call I s (Z00.00)	may be requested to	send a corrected cla	im if diagnoses marke 7711). - Z93.0 93.3			
ardiovascular/Circulatory	,		Status Amputa				
Abdominal Aortic Aneurysm - I71.4			Psychological				
Angina Pectoris - I20.9				ood (affective) Disord	er - F39		
Atherosclerosis of Aorta - 170.0			Alcohol Depen				
Atherosclerosis of coronary artery with ur	isp. Angina - 125.	119	Opioid Dependence - F11.20				
Atrial Fibrillation - I48.0			Sedative, hypnotic, or anxiolytic dependence - F13.20				
Benign Hypertensive Kidney with CKD s Choose also CKD stage - N18.5	tage 5 - I12.0		☐ Bipolar Disorder - F31.9 ☐ Schizophrenia - F20.9				
Cardiomyopathy - I42.9			Dementia, uns				
Heart Failure, unspecified - I50.9				Disorder Recurrent			
Peripheral Vascular Disease - 173.9			Mild - F33.0				
Hypertensive Heart Disease with Heart Fa	ilure - Il 1.0		Moderate - F3	3.1			
Disorder of arteries & arterioles, unsp I	77.9		Severe - F33.2				
espiratory			Unspecified - I	733.9			
Asthma - J45.909			Gastrointestinal				
COPD - J44.9 Cystic Fibrosis - E84.9			Celiac Disease Chronic Hepat				
eurological			Cirrhosis of Li				
Epilepsy - G40.909			Pancreatic Disease - K86.9				
Inflammatory Polyneuropathy, Unsp - G6	1.9		Crohn's Disease - K50.90				
Late effects CVA Hemiplegia/Paresis - I6	9.959		Chronic Kidney I	Disease			
Parkinson's Disease - G20			Stage	GFR	ICD-10		
lematological				>90	N18.1		
HIV status - Z21 ndocrine	Type II	Tune I	□2 □3	60-90 30-59	N18.2 N18.30		
DM without complications	☐E11.9	DE10.9	H <sub>4</sub>	15-29	N18.50 N18.4		
DM with hyperglycemia (A1C>7)	E11.65	E10.65	5	<15 or dialysis	N18.5		
DM with nephropathy	E11.21	E10.21	Other common di				
(2 + urine micro 3 mo. apart)			Tobacco use di				
DM with CKD	E11.22	E10.22	Hypertension -				
Choose also CKD stage N18's  DM with unspecified DM retinopathy	□E11.319	□E10.319	Hyperlipdemia				
without macular edema	E11.519	E10.319	Hypothyroidis				
DM with Periodontal Disease	E11.630	E10.630	GERD - K21.9				
DM with DM Polyneuropathy	E11.42	E10.42	Anxiety - F41.9				
DM with DM PVD without gangrene	E11.51	E10.51	Insomnia - G47.00				
DM with Foot Ulcer Use additional code to ID site and type (L	E11.621 97.40-L97.929)	E10.621	Please list any cur and site if indicat	rrent malignancies al ed:	so. Specify type		
Long-Term Insulin Use - Z79.4 Morbid Obesity (BMI > 40) - E66.01							
MI:							

### **Common Errors – Coupon vs. Claim**

Below are some of the common errors found when comparing coupons to filed claims:

- No PCP signature on a coupon.
- No DOS on a coupon.
- No claim submitted for DOS on a coupon.
- HCCs checked on a coupon but not billed on the claim.

PCPs may be asked to submit a corrected claim if diagnoses marked on the coupon are not billed on the claim.

## What Should Primary Care Providers Do When They Receive the Coupon?

Review and complete the back of the coupon at the visit, marking appropriate diagnoses and adding notes as applicable. As with a standard claim, the diagnoses and clinical values should also be documented on the claim and in the provider's medical record.

of the notes and diagnoses, add the provider's NPI, date of visit and provider's signature, then fax the completed coupon to 1-844-843-9770.

Primary care providers will be compensated \$100 per coupon for the additional administrative work associated with documentation and billing, in addition to their reimbursement for the claim.

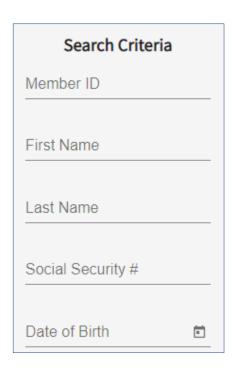


## What if the patient loses their coupon or does not bring it in?

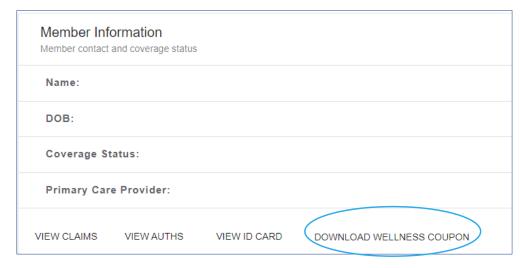
- Coupons and copies of coupons may be requested by calling
   1-833-955-3816, even after a visit.
- Coupons are personalized and unique to each patient.
- Only the customized coupons that are received by patients will be processed.
- Duplicated coupons will not be accepted.

## Coupons are Available on the Blue Advantage Portal

Using the **Member Lookup tab** on the left side of the home screen, you may search for the member using their Member ID, name or date of birth.



After selecting the member's profile, select "Download Wellness Coupon" and a PDF copy of the coupon will be generated. Please note that the member must be assigned to a provider associated with your group or this option will not be available.



## Pay for Performance Medicare Advantage Star Rating Incentive

- We are optimizing the reimbursement for PCPs through a Pay for Performance Medicare Advantage Star Incentive (P4P MA SI) module related to outcomes surrounding population health measures.
- Since October 1, 2022, all PCPs participating in our BA network(s) are eligible to receive performance incentive payments for the 2022 calendar year and subsequent calendar years based on closing gaps in care for population health measures.
- We are structuring the P4P MA SI like the Blue Advantage Primary Care Provider Pay for Performance (QB BA PCP P4P) module that is part of the Quality Blue (QB) program. For BA PCPs in the QB program, self-contracted or contracted with another QB provider, your QB BA PCP P4P agreement remains the same.



### **2023 HEDIS Measures**

#### **2023** HEDIS MEASURES

#### **BREAST CANCER SCREENING IN WOMEN AGES 50-74**

- Mammogram in current calendar year or year prior ox-
- Documented history of bilateral mastectomy (290.13)

#### CERVICAL CANCER SCREENING IN WOMEN AGES 21-64

- Cervical cytology age 21-64 performed in the past 3 years
- Cervical cytology with HPV co-testing age 30-64 performed in the past 5 years 08-
- Documented history of total hysterectomy without residual cervix (290.710)

#### **COLON CANCER SCREENING IN PATIENTS AGES 45-75**

- Colonoscopy in current calendar year or 9 years prior on-
- Flexible Sigmoidoscopy in current calendar year or 4 years prior 0#
- FOBT x3 in current calendar year on-
- The focal immunochemical test (FIT) screening test x 1 in current calendar year oe-
- Cologuard DNA test in current calendar year or 2 years prior or -
- Documented history of colorectal cancer or total colectomy

#### EYE EXAM FOR PATIENTS WITH DIABETES (EED) IN PATIENTS AGES 18-75

- Diabetic (Dilated Retinal) exam in current calendar year or negative eye exam in year prior
- Patients with Polycystic ovarian syndrome, gestational DM, or steroid-induced DM are excluded.

#### HEMOGLOBIN A1C CONTROL FOR PATIENTS WITH DIABETES (HBD) IN PATIENTS AGES 18-75

- Patients whose A1C was at the following levels during the measurement year:
- HgbA1C control (<8.0%)</li>
- HgbA1C poor control (>9.0%)
- Patients with Polycystic ovarian syndrome, gestational DM, or steroid-induced DM are excluded.

#### KIDNEY HEALTH EVALUATION FOR PATIENTS WITH DIABETES (KED) IN PATIENTS AGES 18-85

- Received a kidney health evaluation, defined by an estimated glomerular filtration rate (eGFR) AND-
- One uACR (urine albumin-creatinine ratio) by either of the following:
  - Both a quantitative urine albumin test and a urine creatinine test with service dates 4 days or less apart oe-
  - uACR (urine albumin-creatinine ratio)
- Patients with ESRD are excluded.

#### STATIN THERAPY FOR PATIENTS WITH DIABETES IN PATIENTS AGES 40-75

- One dispensed statin medication of any intensity for Diabetics in the current year

#### STATIN THERAPY FOR PATIENTS WITH CARDIOVASCULAR DISEASE IN MALES 21-75 AND FEMALES 40-75

- One dispensed high- or moderate-intensity statin in the current year for patients with atheroscierotic heart disease (ASCVD)
- ASCVD Includes Peripheral Vascular Disease, Stroke, transient Ischemic attack (TIA), Aortic Aneurysm, or coronary artery disease.

#### ADULT CARE FOR SPECIAL NEEDS PLAN (SNP) MEMBERS IN PATIENTS AGES 66+ YEARS

- Documentation and/or billing the following CPT codes during current year with visit.
  - 1150F Medication list documented in medical record AMD-
  - 1160F Medication list reviewed by provider AND-
  - 1170F Functional status assessed by noting ADI. assistance needed with bathing, grooming, dressing, transferring, & walking AND-
  - 1125F Pain is not present OR 1126F Pain is Present

NOTE: Patients in Haspice care are excluded from all measures listed.

WHEN, DECK, APPROVE

- Kidney health evaluation for patients with diabetes (KED) in patients ages 18-85.
  - Received a kidney health evaluation, defined by an estimated glomerular filtration rate (eGFR) -AND-
  - One uCAR (urine albumin-creatinine ratio) by either of the following:
    - Both a quantitative urine albumin test and a urine creatinine test with service dates 4 days or less apart OR-
    - uACR (urine albumin-creatinine ratio)
- Patients with end-stage renal disease (ESRD) are excluded.

### **Medication Adherence**

- Three triple-weighted Part D Star Measures.
- Includes all Medicare beneficiaries 18 years of age and older that have at least two fills of the applicable medication.
  - Exclusion for those enrolled in hospice or with an ESRD diagnosis.
- Must have a PDC of 80% or greater to meet the measure.

DIABETES	CHOLESTEROL	HYPERTENSION
MEDICATIONS	MEDICATIONS	MEDICATIONS
<ul> <li>biguanides</li> <li>sulfonylureas</li> <li>thiazolidinediones</li> <li>DPP-4 inhibitors</li> <li>GLP-1 receptor agonists</li> <li>meglitinides</li> <li>SGLT2 inhibitors</li> </ul> Members with one or more prescriptions for insulin are not included in this measure.	• statins	<ul> <li>angiotensin converting enzyme inhibitors (ACEI)</li> <li>angiotensin receptor blockers (ARB)</li> <li>direct renin inhibitors</li> <li>Members with one or more prescriptions for sacubitril/valsartan (Entresto) are not included in this measure.</li> </ul>

### **Medication Adherence**

#### • There are factors that can make a member appear non-adherent:

- Cash paying. i.e., Retail pharmacy locations with \$4 generic drugs.
- Samples from the providers office.
- Filling meds through the VA.
- Change in dose or direction. It's important to write a new prescription with updated directions.

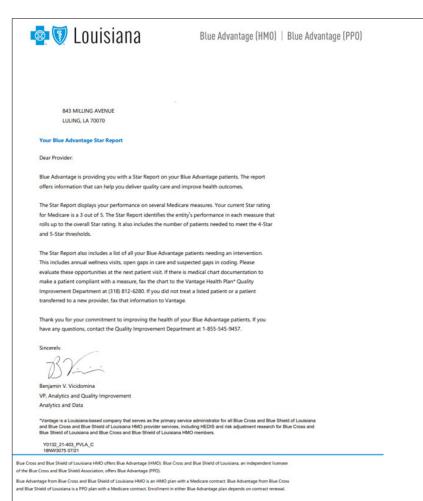
#### Reasons for Non-Adherence:

- Lack of Understanding of the Importance of Medication
- Side Effects or Fear of Side Effects
- Complexity of Medication Regimen
- Can't Afford Medication
- Forgetfulness
- Transportation

#### • How Providers Can Help:

- Prescribe 3-month supply prescriptions.
- Switch to lower cost generics medications when possible.
- Write an updated prescription for dose or direction changes.
- Explain why the medication is prescribed, what to expect, anticipated therapy duration and side effects.
- Encourage patients to use auto-refills, refill reminders and medication synchronization at their pharmacies.

## **STAR Report**



4 Star: \$50 PMPY

5 Star: \$100 PMPY

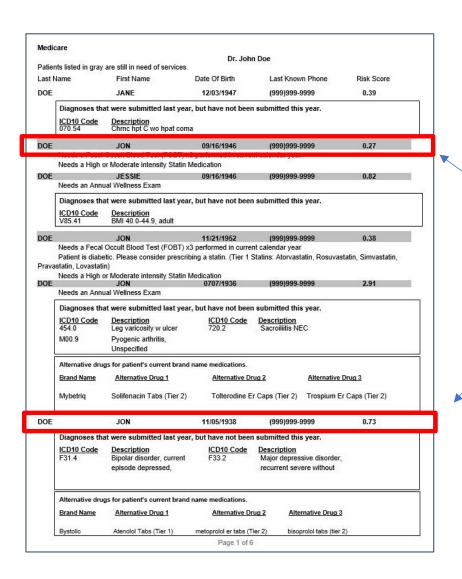
\*Payments are Risk Adjusted

Medicare									
Measure	Eligible	Compliant	Rate	Star Rating	4 Star	Gaps to 4 Star	5 Star	Gaps to 5 Star	
Breast Cancer Screening	1	1	100.00	5	70.00	0	76.50	0	
Colorectal Cancer Screening	7	4	57.14	2	71.00	1	79.00	2	
Eye Exam for Patients With Diabetes	4	3	75.00	4	71.00	0	79.00	1	
Hemoglobin A1c for Patients With Diabetes	4	4	100.00	5	80.00	0	88.00	0	
Kidney Health Evaluation for Patients With Diabetes	6	0	0.00	1	75.00	5	85.00	6	
Medication Adherence - Hypertension Medication	6	5	83.33	2	89.00	1	91.00	1	
Medication Adherence - Oral Diabeties Medication	4	3	75.00	1	88.00	1	92.00	1	
Medication Adherence - Statin Medication	5	5	100.00	5	88.00	0	92.00	0	
Statin Therapy for Patients With Cardiovascular Disease	6	5	83.33	3	85.00	1	89.00	1	
Statin Use in Persons with Diabetes	2	1	50.00	1	86.00	1	90.00	1	

 Hub of services due and other relevant member information

 A grid overview of where the provider stands with each measure

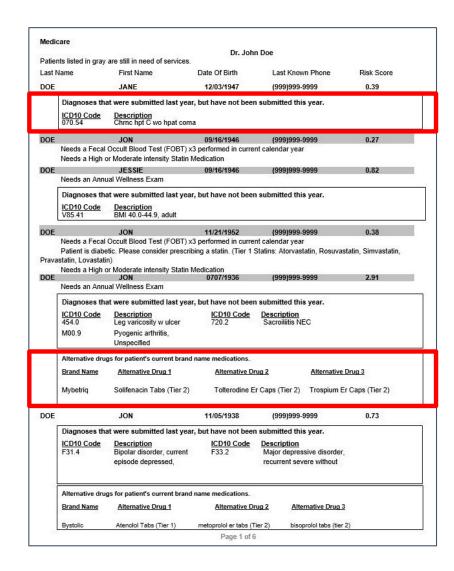
## **Reading Your STAR Report**



- Members with services due will appear in grey.
- Members with all services complete will turn white.

## Reading Your STAR Report (continued)

- Diagnosis codes should be submitted annually.
- Medications with lower cost formulary options will be listed.





## Medical Record Retention and Requests

Specific documentation requirements can be found in the *Blue Advantage Provider Administrative Manual* in the "Medical Records" section.

## The guidelines for the maintenance of medical records state they must be:

- Retained for a minimum of 10 years.
- Contain consistent and complete documentation of each member's medical history and treatment.

#### **Medical record request:**

Should be responded to within 10 days of the request.

When members change their PCP and request a transfer of their medical records, the provider has 10 business days of the request to forward the records.

**Note:** Providers are contractually responsible for sending medical records without charge.

## **Blue Advantage Portal Training**

Our **Provider Relations Representatives** are available to provide Blue Advantage portal training to providers and their staff.

To request training, please send an email to **provider.relations@bcbsla.com**. Put "Blue Advantage Portal Training" in the subject line.

#### Please include your:

- Name
- Organization name
- Contact information
- Brief description of the training you are requesting





#### **Contact us:**

Blue Advantage Customer Service

1-866-508-7145

<u>customerservice@blueadvantage.bcbsla.com</u>