

Blue adVantage Insight Newsletter

February 2025

In this edition:

page article

- 2 Changes Are Coming to Our Wellness Coupon Program
- 2 Provider Portal User Guide Updates
- 3-4 Heart Health and Medication Adherence: A Vital Connection for American Heart Month
- 5 Tools to Help Your Blue Advantage Patients Save Money on Their Medications
- 6 Blue Advantage Webinars Are Coming Soon
- 6 Required D-SNP Training in 2025
- 7 Medical Policy Update



LOUISIANA **BLUE**  

Blue adVantage (HMO) | Blue adVantage (PPO)

Changes Are Coming to Our Wellness Coupon Program

Blue Advantage ended its Wellness Coupon program effective December 31, 2024. Coupons for wellness visits performed in 2024 will be accepted through the end of February 2025.

Our new Quality Blue – Condition Assessment Program (CAP) will be rolling out in 2025. QB-CAP will eliminate the use of paper forms, simplify incentives for annual wellness visits and offer opportunities to assess all health conditions of your Blue Advantage patients.

We will host webinars soon for you to learn more. If you have questions in the meantime, please reach out to BAValueProgramsRep@lablue.com.

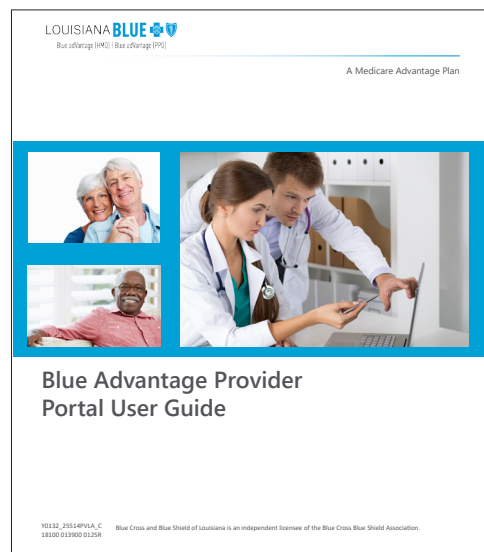


Registration links are available in the “Events” section of our Provider Weekly Digests, approximately one month prior to a webinar. These digests are sent to each provider’s correspondence email address. If the correspondence information on your provider record needs updating, you may use our Provider Update Request Form to make updates. It is available at www.lablue.com/providers, click “Resources,” then “Forms.”

Provider Portal User Guide Updates

Our *Blue Advantage Provider Portal User Guide* is updated on our Blue Advantage Resources page, www.lablue.com/providers, click “Go to BA Resources” at the bottom of the page.

The user guide has updated instructions and artwork to help you navigate to the Provider Portal through iLinkBlue (www.lablue.com/ilinkblue). Additionally, there are some updated instructions for creating outpatient authorization requests, as well as new troubleshooting tips.



Heart Health and Medication Adherence: A Vital Connection for American Heart Month



February is American Heart Month, a time dedicated to raising awareness about heart disease and promoting healthy habits. It is the perfect opportunity to highlight the crucial role medication adherence plays in maintaining cardiovascular health. Consistently taking prescribed medications as directed can be a game-changer for those battling heart disease when it comes to managing symptoms, preventing complications and improving overall quality of life.

Nonadherence to medications is common in patients with cardiovascular disease and associated with a higher risk of morbidity and mortality. Studies have shown that almost a quarter of patients don't fill their medications within seven days of discharge from the hospital following a heart attack. While another study showed that approximately 34% of patients stopped at least one of the medications prescribed within one month of discharge¹.

While there are many patient-related factors associated with nonadherence (e.g., forgetting doses, not understanding the need for the medication, fear of side effects), there are also many non-medical factors, or social determinants of health, that play a role in nonadherence. These factors in impacting medication adherence include:

- Economic instability (e.g., unable to afford necessary prescriptions, choosing between buying groceries and filling prescriptions);
- Education access and quality, resulting in reduced health literacy;
- Housing instability (inconsistent access to healthcare); and
- Access to transportation (e.g., missed appointments, unable to get to pharmacy).

Assessing and addressing social care needs is important to achieving health equity in heart health.

Heart Health and Medication Adherence: A Vital Connection for American Heart Month *(continued from Page 3)*

Providers can help address medication adherence by using the **SIMPLE** method², recommended by the Million Hearts initiative, co-led by the Centers for Disease Control and Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS).

S implify the regimen	Encourage patients to use adherence tools like pill planners, alarms or mobile apps. Associate taking medication with a patient's daily routine (e.g., mealtime, bedtime or brushing teeth).
I mpart knowledge	Provide clear prescription instructions in print and reinforce verbally. Provide websites for additional reading and information.
M odify patients' beliefs and behavior	Provide positive reinforcement when patients take their medication successfully and offer incentives if possible. Talk to patients to understand and address their concerns or fears.
P rovide communication and trust	Allow patients to speak freely. Use plain language when speaking with patients. Ask for patients' input when discussing recommendations and making decisions, and remind patients to contact your office with any questions.
L eave the bias	<p>Understand the predictors of nonadherence and address them as needed with patients.</p> <ul style="list-style-type: none"> Limited English language proficiency or low literacy Mental health issues like depression, anxiety or addiction Lack of belief of medication efficacy Belief the medications are unnecessary or harmful Concern about side effects Expresses concern over the costs of medications Or the patient says they are tired of taking the medication <p>Ask patients specific questions about attitudes, beliefs and cultural norms related to taking medications.</p>
E valuate adherence	Ask patients simply and directly whether they are sticking to their medication regimen. Use a medication adherence scale (e.g., Proportion of Days Covered).

1. Ho, P. M., Bryson, C. L., & Rumsfeld, J. S. (2009). Medication adherence: Its importance in cardiovascular outcomes. *Circulation*, 119(23) 3028-3035.

2. Improving hypertension medication adherence | Million Hearts®. <https://millionhearts.hhs.gov/data-reports/factsheets/adherence.html>. Accessed February 3, 2025.

Tools to Help Your Blue Advantage Patients Save Money on Their Medications

Three-Month Supply

If you expect your patient to take a medication for at least three months, this is an easy way to make sure there are adequate drug on hand. Here's how patients can fill a three-month supply of a drug at one time:

1. Prescribe a three-month supply of the medication.
2. Tell the patient to fill the prescription at an in-network pharmacy that dispenses long-term supplies.

Home Delivery

Patients can have some drugs delivered to their home. Drugs available at the Express Scripts, Inc. pharmacy are refillable online or by phone. You can also send new prescriptions directly to Express Scripts Mail through your electronic prescribing system. Here's how your patients can sign up for home delivery:

1. Use the Express Scripts mobile app.
 - Tap on Transfer to Home Delivery to see which drugs are available for delivery.
 - Select the drugs to be delivered.
2. Go to Express-Scripts.com.
 - Check to see what medications are ready for order or available to switch to home delivery.
 - Select the drugs for delivery.
3. Call the Express Scripts Pharmacy at 1-800-282-2881.

Features:

- There is no extra cost for shipping.
- Patients may pay a lower copay for drugs in Tiers 1-3 than at a non-preferred pharmacy.*
- A pharmacist is available 24/7 to answer questions about medications.

*Prescription medication tiers do not apply to Dual Plus plan members.

Prescribing three-month supplies and using home delivery can help resolve social determinant of health issues like economic instability and access to transportation, which may lead to improvements in medication adherence.

Not all covered medications may be filled in a 3-month supply or by home delivery.

Blue Advantage Webinars Are Coming Soon

Blue Advantage is hosting provider webinars throughout the upcoming year, with the New to Blue Advantage Webinar coming Wednesday, April 23.

Find registration links in the "Events" section of our Provider Weekly Digests. Registration links are included approximately one month prior to each event. Provider Weekly Digests are sent to the correspondence email address. If the correspondence information on your provider record needs updating, you may use our Provider Update Request Form to make updates. It is available at www.lablue.com/providers, click "Resources," then "Forms."

The New to Blue Advantage Webinar is for any provider who recently signed a Blue Advantage contract and their staff. It is also recommended that existing providers have their new staff personnel attend this webinar.

Missed any of our webinars?

You can find past workshops and webinars in the Blue Advantage Provider Portal, under "Resources." You may also find them online at www.lablue.com/providers, click on "Go to BA Resources" at the bottom of the page, then click "Webinars and Workshops."

Required D-SNP Training in 2025

Blue Advantage has the training CMS requires for providers in the Dual Eligible Special Needs Plans (D-SNP) available again this year on the Blue Advantage Resources page (www.lablue.com/providers >Go to BA Resources), under Webinars and Workshops. Please complete this training before March 31, 2025.



Medical Policy Update

We develop and revise medical policies in response to changing medical technology. Benefit determinations are made based on the medical policy in effect at the time of the provision of services. Please review the following medical policies, all of which can be found on our Blue Advantage Resource Page at www.lablue.com/providers, click "Go to BA Resources" at the bottom of the screen, and then the "New/Revised Medicare Advantage Medical Policies" tab.

New Medical Policies

Effective January 1, 2025

Policy No.	Policy Name
086	Select Substance Abuse Medications
MNG-067	Select Injectable Risperidone Products
MNG-068	Enzyme Replacement Therapy for Fabry Disease

Effective February 1, 2025

MNG-058	esketamine (Spravato™)
MNG-059	givosiran (Givlaari™)
MNG-060	teprotumumab-trbw (Tepezza™)
MNG-061	Pharmacotherapy for Primary Hyperoxaluria Type 1
MNG-062	Treatment for Spinal Muscular Atrophy
MNG-063	Treatment of Hereditary Transthyretin Mediated Amyloidosis in Adult Patients
MNG-064	teplizumab-mzwv (Tzield)
MNG-065	pozelimab-bbfg (Veopoz™)
MNG-066	lifileucel suspension (Amtagvi™)
MNG-069	Intravenous Anesthetics for the Treatment of Chronic Pain and Psychiatric Disorders

Effective March 1, 2025

070	edaravone (Radicava®, generics)
071	Psychological Tests and Neuropsychological Tests Guidelines
072	Transcranial Magnetic Stimulation (TMS) in the Treatment of Adults with Major Depressive Disorder
073	Intensive Outpatient Program Guidelines
074	Chemical Dependency/Alcoholism Inpatient Coverage Guidelines
075	Partial Hospitalization Program Guidelines
076	Outpatient Chemical Dependency/Alcoholism Treatment Program Guidelines
077	Psychiatric Inpatient Coverage Guidelines
078	burosumab-twza (Crysvita®)
079	pegloticase (Krystexxa®)
085	tildrakizumab-asmn (Ilumya™)

Effective April 1, 2025

080	crizanlizumab (Adakveo®)
081	Pharmacotherapy for Gaucher Disease
082	exagamglogene autotemcel (Casgevy™)
083	lovotibeglogene autotemcel (Lyfgenia®)
084	Gene Therapy for Inherited Retinal Dystrophy (Luxturna)
087	Pharmacotherapy for Geographic Atrophy

Revised Medical Policies

Effective January 1, 2025

046	belimumab (Benlysta®) intravenous
-----	-----------------------------------

Effective February 1, 2025

MNG-006	Baroreflex Stimulating Devices
MNG-007	Allograft Injection for Degenerative Disc Disease
MNG-019	Select infliximab Products



Who Do I Contact if I Have Questions?

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

For questions specific to the Blue Advantage quality program, contact your Provider Relations representative or send an email to provider.relations@lablue.com.



Looking For Blue Advantage Resources?

Blue Advantage consistently reviews and updates its provider resource materials. This ensures that you have access to current information. We have our Blue Advantage Resources page, which can be accessed through the Blue Advantage Provider Portal, under "Blue Advantage Resources."

You may also access Blue Advantage Resources through the Louisiana Blue Provider page, www.lablue.com/providers, by clicking "Go to BA Resources" at the bottom of the page.

The Blue Advantage Resources page contains:

- The *Blue Advantage Provider Administrative Manual* and the *Blue Advantage Provider Portal User Guide*.
- Past issues of this newsletter.
- Webinar and workshop presentations, including the November 2024 "BA Behavioral Health Webinar" and the December 2024 "New to Blue Advantage" webinar presentations.

Looking For Blue Advantage Providers?

If one of your Blue Advantage patients needs care from another provider, the Blue Advantage Provider Portal has a Provider Directory option. Additionally, <https://blueadvantage.lablue.com/provider/providersearch> allows you to search for Blue Advantage network providers by category and specialty, with filters by city, parish/county and ZIP code.

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.lablue.com/providers > Resources > Forms.

View this newsletter online at www.lablue.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.lablue.com/ilinkblue > Blue Advantage

- Member Eligibility
- Claims Inquiry
- Authorization Inquiry
- Forms
- Help Documents
- Helpful Links
- Updated Manual
- Updated Quick Reference Guide
- Medical Policies

Blue Advantage Resources

Visit the Blue Advantage Resources page to view reference materials, forms, past webinar and workshop slides, plus copies of this newsletter. Go to www.lablue.com/providers, then click “Go To BA Resources” at the bottom of the page.

Important Contact Information

Authorizations (including Case and Medical Management)

1-866-508-7145, choose option 3, then option 3

Behavioral Health

1-866-508-7145, choose option 3, then option 3

Blue Advantage Customer Service

1-866-508-7145

customerservice@blueadvantage.lablue.com

Blue Advantage Provider Portal

1-866-508-7145, choose option 3, then option 2

Provider Credentialing & Data Management

1-800-716-2299, option 2 (provider record information) PCDMstatus@lablue.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.lablue.com/ilinkblue > Blue Advantage).**