Forging Alliances to Improve the Health of Illinois Communities

Blue Cross and Blue Shield of Illinois (BCBSIL) is committed to promoting wellness initiatives throughout our state by collaborating with health care institutions and community groups. Our 2012 Social Responsibility Report website features stories and videos that highlight our engagement in the communities where our employees, providers and members live and work.

LAWNDALE DIABETES PROJECT
Last March, BCBSIL collaborated with the Sinai Urban Health Institute (SUHI) to provide financial support to a major community health project on Chicago’s West Side. SUHI, part of the Sinai Health System, is headquartered in Chicago’s Lawndale communities. SUHI is a leading urban health research institute with a mission aimed at eliminating health disparities. BCBSIL has provided a grant to fund “The Lawndale Diabetes Project,” an effort that continued work already underway by SUHI in the North Lawndale community, and extended its focus on the diabetes epidemic to the predominantly Hispanic South Lawndale area. In the North and South Lawndale communities, the prevalence of Type 2 diabetes is as high as 29 percent.

SUHI trains local residents as community health workers to talk with their neighbors about diabetes, provide screenings and share disease management information. Residents who have or are at high risk for diabetes, and who agree to participate in the project, have their blood pressure, glucose, height and weight monitored by the Lawndale Diabetes Project team. Community health workers also offer follow-up resources, such as helping connect residents with health care, referring them to programs for pediatric or adult weight management and offering transportation and childcare services. The goal is to improve the health of residents in North and South Lawndale by reaching 7,500 adults and 2,500 children over two years.

VACCINATE CHICAGO WEEK
In 2012, BCBSIL continued our long-standing collaboration with the Chicago Department of Public Health (CDPH) on our Care Van Program. We also teamed up with CDPH to combat an urgent public health emergency – the burgeoning flu epidemic. The first-ever Vaccinate Chicago Week alerted the public to the importance of getting immunized. An effort between BCBSIL, CDPH, the University of Chicago and Walgreens resulted in providing more than 18,000 immunizations in one week at the height of the crisis.

(continued on p. 2)
Forging Alliances to Improve the Health of Illinois Communities
(continued from p. 1)

**KABOOM!**

Since 2009, BCBSIL has teamed up with KaBOOM!, a national non-profit that envisions a great place to play within walking distance of every child in America. To make that happen, KaBOOM! partners with communities in need to build playgrounds in just one day. In 2012, we helped build four playgrounds, giving 4,200 children a safe place to play. Our final build of 2012, in September, was in downstate Harrisburg, which had been devastated by a deadly tornado earlier in the year.

BCBSIL’s support of wellness projects allowed more than 350 organizations to impact the day-to-day lives of Illinois residents.

You can review our 2012 Social Responsibility Report available at bcbsil2012srr.com. From the public at large to our members in your practice, BCBSIL will continue to promote health and wellness initiatives in our community.

**Ready or not? Here comes ICD-10...**

We may wish it was a game of hide-and-seek, but the transition to ICD-10 is serious business. HHS, which has mandated the transition to ICD-10, has stated that there will be no more delays and no grace period. On Oct. 1, 2014, health care entities covered by HIPAA will be required to replace ICD-9 codes with ICD-10 codes.

As we have discussed in previous *Blue Review* articles, the transition requires careful long-term planning. The consequences of inadequate preparation may be costly. For example, claims submitted with ICD-9 codes for dates of service on or after Oct. 1, 2014, will be rejected.

While the transition will require considerable work, there will be a light at the end of the tunnel for the industry. ICD-10 codes are expected to have a net positive impact on the health care industry.1 Here are some of the anticipated benefits of ICD-10:

- Better identification of patient diagnoses
- Greater accuracy of data submitted on claims, resulting in greater accuracy in claims reimbursement
- Improved health care data for quality assurance measures and medical research initiatives
- Global coordination of health-related issues, including disease outbreaks and epidemics, as the U.S. joins the majority of developed nations in adopting ICD-10

Regardless of the potential costs and anticipated benefits, one thing is certain: The Oct. 1, 2014, ICD-10 transition deadline is final and there will be no turning back. With adequate planning, however, you can be prepared to make the transition with confidence – without jeopardizing claim payments or staff productivity.

Get game ready. Visit the ICD-10 page in the Standards and Requirements section of our Provider website at bcbsil.com/provider to find planning materials, answers to frequently asked questions and our readiness survey, which can help you assess your preparedness for the transition to ICD-10.

Preparation Our Communities for Health Care Reform

The Affordable Care Act (ACA) is transforming many facets of the health care industry. In addition to the ACA communications BCBSIL continues offering to network providers through Blue Review and our Provider website, we also offer ACA information to our members. Feel free to share any and all of these ACA resources with your patients—those who are currently BCBSIL members and those who may be shopping for health insurance once the health insurance exchanges (also referred to as the health insurance marketplace) go live on Oct. 1, 2013, for coverage starting Jan. 1, 2014.

- **Email updates**: Our members are now receiving educational emails regarding ACA and the many changes it is bringing to health care. Potential members can sign up for these emails at [bcbsil.com/reformandyou](http://bcbsil.com/reformandyou).

- **LifeTimes newspaper**: Our monthly print and online member newsletter features a variety of health and wellness resources, including ACA-related information specific for members. We have also launched a new printed issue of LifeTimes, specifically about health care reform, for the uninsured. These newspapers will be distributed during community events and by BCBSIL employees to their friends and families. The LifeTimes newspapers and more ACA resources will be available to you soon.

- **bcbsil.com/reformandyou**: BCBSIL has created a new interactive website tool that offers general information on ACA to help the public prepare for the health insurance exchange that goes live Oct. 1, 2013, for coverage that starts Jan. 1, 2014. This is an educational site, focused on reaching the uninsured. The site is promoted through an outreach effort that includes direct mail, email, public service announcements on the radio, television spots and online engagement.

- **“Be Covered Illinois”**: BCBSIL has also launched a public awareness campaign in an effort to help Illinois’ uninsured population understand the steps needed to gain access to individual health insurance through the online exchange once enrollment starts on Oct. 1, 2013. This community-based initiative relies on local partnerships with businesses, community and civic groups to provide bilingual educational materials and to host community events to spread the word. While BCBSIL established and is funding the campaign, it does not promote BCBSIL or attempt to create sales from the events. If you would like to help by educating your patients and others in your community, sign up to become a community partner by visiting the Be Covered Illinois website at [becoveredillinois.org](http://becoveredillinois.org).

You are welcome to share these free ACA resources with your patients. Continue to watch for more ACA information in upcoming issues of the Blue Review. You may also visit [bcbsil.com/affordable_care_act](http://bcbsil.com/affordable_care_act), where you can find an overview of many ACA provisions and links to external government resources regarding health care reform.
The Real Costs of Prescription Drug Coupons

Many consumers obtain prescription drug coupons from manufacturer websites, drug ads and providers. The use of promotional discount cards and copayment coupons for prescriptions has tripled in the last five years, according to health research firm IMS Health.*

**WHAT’S WRONG WITH SAVING MONEY?**
Drug discount cards and coupons definitely offer short-term savings for consumers; however, they can contribute to increased health care costs in the long run.

**HOW DO COUPONS ADD TO HEALTH CARE COSTS?**
According to the Pharmaceutical Care Management Association (PCMA), a national association of pharmacy benefit managers, some drug coupons are marketing tools that can encourage using brand name drugs instead of generics.

Under a typical pharmacy benefit, patients pay a copayment or coinsurance for every prescription. The remaining cost of the prescription is typically covered by the member’s benefit plan. With a manufacturer’s coupon, the member pays a discounted price for a brand name drug. The manufacturer pays a small portion, typically making up the difference between the discounted price and the member’s copay. The member’s benefit plan still pays the bulk of the cost for the prescription—in this case, a higher-priced brand name drug.

By directing members to brand name drugs, manufacturer coupons shift the focus away from cost-effective solutions (e.g., generic drugs) that our members may likely have chosen. PCMA has projected that the additional costs behind drug coupons will add up to $32 billion in the next decade. Consumers unaware of hidden and potential costs may not realize that using drug coupons now may lead to higher health insurance premiums in the future.

**HOW CAN YOU HELP?**
Our members look to you for care and guidance when making decisions about their health care. We encourage you to help increase patient awareness about the real costs of prescription coupons. You can help by promoting the use of generic medications as first-line therapy, whenever appropriate.

The information mentioned here is for informational purposes only and is not a substitute for the independent medical judgment of a physician. Physicians are instructed to exercise their own medical judgment. Pharmacy benefits and limits are subject to the terms set forth in the member’s certificate of coverage which may vary from the limits set forth above. The listing of any particular drug or classification of drugs is not a guarantee of benefits. Members should refer to their certificate of coverage for more details, including benefits, limitations and exclusions. Regardless of benefits, the final decision about any medication is between the member and their health care provider.


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**Coming to a Location Near You: Professional Provider Workshops**

We want to make it easier and more efficient for your office to do business with us. Beginning this month, BCBSIL is offering specialized training for PPO providers regarding topics such as ICD-10 and Risk Adjustment. Hosted by our Provider Relations team, these trainings will continue over the next several months. Be on the lookout for flyers announcing workshops in your area and also for updates in the Provider Learning Opportunities section of the *Blue Review*, p. 5 of this issue.

These workshops will give you the opportunity to:

- Meet your assigned Provider Network Consultant (PNC)
- Learn about electronic transactions available to BCBSIL providers
- View demonstrations from health information technology vendors
- Participate in a question and answer session on topics that are important to you

To find your assigned PNC, check out the Professional PNC List located on our Provider website on the Education and Reference Center/Provider Network Consultant Assignments page. Please don’t hesitate to contact your PNC with questions and/or feedback about our workshops.
**Provider Learning Opportunities**

**BCBSIL WEBINARS AND WORKSHOPS**

Below is a list of complimentary training sessions sponsored by BCBSIL. For details and online registration, visit the Workshops/Webinars page in the Education and Reference Center of our website at bcbsil.com/provider.

### WEBINARS

<table>
<thead>
<tr>
<th>Electronic Refund Management (eRM)</th>
<th>May 1, 2013</th>
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<tr>
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<td>May 8, 2013</td>
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<td>May 15, 2013</td>
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<td>May 22, 2013</td>
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<td>May 29, 2013</td>
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<td><strong>All sessions:</strong></td>
<td>2 to 3 p.m.</td>
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**iEXCHANGE® Webinars**

iEXCHANGE is a Web-based application that can be used to submit transaction requests for inpatient admissions and extensions, treatment searches, provider/member searches and select outpatient services and extensions. Customized training is available upon request.

To view available topics, visit the Workshops/Webinars page in the Education and Reference Center on our website at bcbsil.com/provider.

To request training, contact us at iexchange_helpdesk@bcbsil.com and include your name, telephone number and the topics of interest.

### WORKSHOPS

<table>
<thead>
<tr>
<th>BCBSIL Professional Provider Workshop</th>
<th>Morning Session</th>
<th>Afternoon Session</th>
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<tbody>
<tr>
<td>Northwestern Grayslake</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Registration: 1:30 to 2 p.m.</td>
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<tr>
<td>1475 E. Belvidere Rd.</td>
<td>Session: 10 a.m. to noon</td>
<td>Session: 2 to 4 p.m.</td>
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<tr>
<td>Conference Rooms – Mallard &amp; Heron</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Session: 10 a.m. to noon</td>
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<tr>
<td>Grayslake, IL 60030</td>
<td>Session: 1:30 to 2 p.m.</td>
<td>Session: 2 to 4 p.m.</td>
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<tr>
<td><strong>May 23, 2013</strong></td>
<td><strong>June 5, 2013</strong></td>
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<th>BCBSIL Professional Provider Workshop</th>
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<tr>
<td>Homewood Suites Orland Park</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Registration: 1:30 to 2 p.m.</td>
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<tr>
<td>16245 S. LaGrange Rd.</td>
<td>Session: 10 a.m. to noon</td>
<td>Session: 2 to 4 p.m.</td>
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<tr>
<td>Conference Center Orland Park, IL 60467</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Registration: 1:30 to 2 p.m.</td>
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<tr>
<td><strong>May 23, 2013</strong></td>
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<tr>
<td>Elmhurst Memorial Healthcare</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Registration: 1:30 to 2 p.m.</td>
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<tr>
<td>155 E. Brush Hill Rd.</td>
<td>Session: 10 a.m. to noon</td>
<td>Session: 2 to 4 p.m.</td>
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<tr>
<td>Conference Center—Oak Room</td>
<td>Registration: 9:30 to 10 a.m.</td>
<td>Registration: 1:30 to 2 p.m.</td>
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<tr>
<td>Elmhurst, IL 60126</td>
<td>Session: 10 a.m. to noon</td>
<td>Session: 2 to 4 p.m.</td>
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<tr>
<td><strong>June 14, 2013</strong></td>
<td><strong>June 19, 2013</strong></td>
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**Be Smart. Be Well**: Addressing Addictions

According to the National Institute on Drug Abuse (NIDA), more than 20 million Americans have a drug or alcohol problem. BeSmartBeWell.com features addiction as its newest topic. The site may be helpful to your patients facing addiction problems themselves, or with someone they know. Real-life stories are shared to help inspire individuals to make positive changes in their lives.

**Be Smart. Be Well.** information on addiction includes:

- A discussion and interviews with leading health experts about the science of addiction
- The importance of treating it as a disease
- A quiz to test general knowledge of addiction
- Guidance for those affected by a loved one’s addiction to drugs or alcohol
- Links to helpful related resources

**Be Smart. Be Well.** is a free health and wellness resource available to BCBSIL members and the general public. In addition to information on addiction, the website features a variety of other topics, including traumatic brain injuries, food safety, teen driving, childhood obesity, domestic violence, mental health and childhood asthma.

Please feel free to refer your patients to BeSmartBeWell.com for valuable health and wellness information. You and your patients can also sign up for the bi-monthly Spotlight Newsletter and bi-weekly News Alerts for in-depth articles and breaking news on important health and wellness topics.

These programs are for informational purposes only, and are not a substitute for the sound medical judgment of a doctor. Members are encouraged to talk to their doctor if they have any questions or concerns regarding their health.
Self-administered Specialty Drug Reminder: Hemophilia Drugs

In last month’s Blue Review, we included a reminder that BCBSIL members are required to use their pharmacy benefit for U.S. FDA-approved self-administered specialty drugs (oral, topical and injectable) and obtain these medications through a pharmacy provider that is contracted to provide specialty pharmacy services. Self-administered drugs should not be submitted on professional/ancillary electronic (ANSI 837P) or paper (CMS-1500) claims. In addition, effective July 1, 2013, the following message will be returned on the electronic payment summary or provider claim summary to providers billing for self-administered drugs, including self-administered drugs for hemophilia: “Self-administered drugs submitted by a medical professional provider are not within the member’s medical benefits. These charges must be billed and submitted by a pharmacy provider.”

SAMPLE LIST OF HEMOPHilia BRAND NAME DRUGs*
*Trademarks mentioned above are the property of their respective owners.

To help you determine the correct path for medication fulfillment and ensure that the correct benefit is applied, please refer to the Specialty Pharmacy Program Drug List in the Pharmacy Program/Specialty Pharmacy section of our website at bcbsil.com/provider.

**Note:** In accordance with their benefits, members may be required to use a preferred specialty pharmacy. Please call the number on the member’s ID card to verify coverage or for further assistance or clarification on the member’s benefits. For member’s whose benefits require them to use a preferred specialty pharmacy, please call 877-627-MEDS (6337) for additional information. Medication(s) can be delivered to any requested location (e.g., member’s home or physician’s office). The following message will be returned on the electronic payment summary or provider claim summary to providers billing for self-administered drugs, including self-administered drugs for hemophilia: “Self-administered drugs submitted by a medical professional provider are not within the member’s medical benefits. These charges must be billed and submitted by a pharmacy provider.”

Pharmacy benefits and limits are subject to the terms set forth in the member’s certificate of coverage which may vary from the limits set forth above. The listing of any particular drug or classification of drugs is not a guarantee of benefits. Members should refer to their certificate of coverage for more details, including benefits, limitations and exclusions.

Prime Therapeutics Specialty Pharmacy LLC (Prime Specialty Pharmacy) is a wholly owned subsidiary of Prime Therapeutics LLC (Prime), a pharmacy benefit management company. Health Care Service Corporation, a Mutual Legal Reserve Company (HCSC), an independent licensee of the Blue Cross and Blue Shield Association, contracts with Prime to provide pharmacy benefit management, prescription home delivery and specialty pharmacy services. HCSC, as well as several other independent Blue Cross and Blue Shield Plans, has an ownership interest in Prime.
National Drug Code (NDC) Pricing Reminders and Resources

It is important to include NDCs and related data, along with the applicable Healthcare Common Procedure Coding System (HCPCS) or Current Procedural Terminology (CPT®) code, when drugs are billed under the medical benefit on professional/ancillary electronic (ANSI 837P) and paper (CMS-1500) claims. Using NDCs on medical claims facilitates more accurate payment and better management of drug costs based on what was dispensed.

As a reminder, NDC pricing will be implemented for professional/ancillary electronic (ANSI 837P) and paper (CMS-1500) claims with dates of service on or after June 1, 2013. Therefore, professional/ancillary claims for drugs billed under the medical benefit must include NDC data for processing by BCBSIL.

ATTENTION ELECTRONIC CLAIM SUBMITTERS

With the conversion to ANSI 5010, there should be no additional software requirements when NDCs are included on electronic claims. However, please verify with your software vendor to confirm that your practice management system accepts and transmits the NDC data fields appropriately. If you use a billing service or clearinghouse to submit electronic claims on your behalf, please check with them to ensure that NDC data is not manipulated or dropped inadvertently.

HELPFUL RESOURCES

To convert HCPCS/CPT units to NDC units, registered Availity® users may access the NDC Units Calculator Tool. This tool is available under Claims Management upon logging in to the Availity provider portal.*

Also refer to the Claims and Eligibility/Claim Submission section of the BCBSIL Provider website at bcbsil.com/provider, where you will find the following NDC-related resources:

- **NDC Billing Guidelines** – This one-page document includes quick tips and reminders
- **NDC Frequently Asked Questions** – Find answers to commonly asked questions
- **An online tutorial** – View step-by-step instructions and provide your feedback

*If you are not yet registered with Availity, please visit availity.com for more information. Registration is free and gives you access to a variety of electronic applications offered through Availity for BCBSIL contracted providers.

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**Clarification Regarding Non-covered Nerve Block and Treatment Methods for PPO Members**

On page 7 of our April 2013 *Blue Review*, we included an article titled, ‘A Review of Non-covered Nerve Block and Treatment Methods for PPO Members.’ We would like to clarify that this article was not intended to convey any changes to our existing medical policy. Rather, the purpose of this article was to issue an educational notice that repeated nerve blocks of the ankle or wrist, or similar treatments consisting of a local anesthetic injection/injections either alone or in combination with electrical stimulation, are considered to be experimental, investigational and unproven methods of treatment for chronic peripheral neuropathy or any diseases. Therefore, this treatment protocol is ineligible for benefit coverage by BCBSIL for PPO members.

**Enhancements to ClaimsXten™ Code Auditing Tool**

BCBSIL will enhance the ClaimsXten code auditing tool by adding the second quarter code and bundling logic into our claim processing system beginning on or after **July 15, 2013**.

For updates on the ClaimsXten implementation and other BCBSIL news, programs and initiatives, refer to the BCBSIL Provider website at bcbsil.com/provider. Additional information also may be included in upcoming issues of the *Blue Review*.

ClaimsXten is a trademark of McKesson Information Solutions, Inc., an independent third party vendor that is solely responsible for its products and services.
From the Medical Director’s Library

David W. Stein, M.D., offers the following message and reading selection for May.

This month’s article and editorial deal with the outcome of some fascinating and important research involving the use of PICC lines. They show how the incidence of upper extremity deep vein thrombosis can be significantly reduced by decreasing the PICC line from 6 F to 5 F and 4 F. This resulted in an increase in the use of 4 and 5 F lines. It did not increase the need for more catheter replacement. The cost and length of stay attributable to a PICC line associated deep vein thrombosis were $15,973.00 and 4.6 days.


David W. Stein, M.D.

The above article is for informational purposes only. The views and opinions expressed in this article are solely those of the authors, and do not represent the views or opinions of BCBSIL, Health Care Service Corporation, its medical directors or Dr. Stein.

Blue Review is a monthly newsletter published for institutional and professional providers contracting with Blue Cross and Blue Shield of Illinois. We encourage you to share the content of this newsletter with your staff. Blue Review is located on our website at bcbsil.com/provider.

The editors and staff of Blue Review welcome letters to the editor. Address letters to:

BLUE REVIEW
Blue Cross and Blue Shield of Illinois
300 E. Randolph Street – 24th Floor
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Email: bluereview@bcbsil.com
Website: bcbsil.com/provider

Publisher:
Stephen Hamman, Vice President, Network Management

Editor:
Wes Chick, Senior Director, Provider Relations

Managing Editor:
Jeanne Trumbo, Senior Manager, Provider Communications

Editorial Staff:
Margaret O’Toole, Marsha Tallerico, Michael Chaney, Kara Miller

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