

# VIRGINIA PREMIER HEALTH PLAN, INC.

## PROVIDER NEWSLETTER

### *From the Senior Medical Director*

The weather is beautiful, the providers are wonderful, and Virginia Premier Health Plan, Inc (VPH) is one of the top Medicaid Health Plans in this country! What a triad to start the Spring with a Grand Thank you to our provider network. As always, on behalf of VPH, we extend our wholehearted thanks for keeping our programs and services at the excellent levels of quality for the healthcare to our 145,000 members. As Keats said, "a thing of beauty is a joy forever".

#### **HEDIS (Healthcare Effectiveness Data and Information Set)**

Last year, at this time the nurses were completing their training for the HEDIS season. Well, now they are headed to the offices to gather the data from the medical records for VPH hybrid measures to improve our HEDIS scores. Virginia Premier Health Plan was ranked #26 among health insurance plans in NCQA's Medicaid Health Insurance Plan Rankings, 2011-2012. While we are very proud of this, we believe we can do better. For this to happen, VPH needs your continued assistance and support. If you have questions about the upcoming visits, please give us a call at 804 819-5151, and anyone in the Quality Department can offer assistance. VPH is preparing for its HEDIS audit in the coming weeks and the company, especially the Quality team is in high gear as we prepare. Throughout this newsletter you will find articles that are useful in understanding other parameters of quality and excellence at VPH.

#### **Pharmacy and Therapeutics**

VPH has a Pharmacy Director on its staff. He is Javier Menendez, an extremely talented, skilled, and experienced pharmacist in both the retail and managed care fields. He has

enhanced VPH's ability to face the many challenges with the changing landscape of pharmacy, especially the

new medications including specialty drugs. The increasing cost of pharmaceuticals is one of the most challenging issues for managed care companies and VPH is no exception. If you have pharmacy questions, feel free to contact him at 804 819-5151 for pressing issues about medications.

Our current PDL (preferred drug list) has been updated on our website, [www.virginiapremier.com](http://www.virginiapremier.com), it is user friendly and has searchable functions. Give us your feedback. Authorizations forms, step therapy requirements, prior authorization medications, and helpful hints are all located on the website. VPH does have its PDL loaded and updated on Epocrates monthly.

#### **Clinical Practice Guidelines**

Just a reminder, that VPH has updated Clinical Practice Guidelines on the website at [www.virginiapremier.com](http://www.virginiapremier.com). These guidelines are reviewed and approved by your peers that serve on the VPH committees.

If you desire a hard copy of any of these, simply call our Quality Department at 804 819-5151.

VPH anticipates approval from the Department of Medical Assistant Services (DMAS) very soon to expand to other regions of the State. Please stay tuned for any announcements for that in the near future.

Get the Springtime spirit, eat healthy and exercise!

Best regards,



Melvin T. Pinn, Jr., M.D., M.P.H.  
Senior Medical Director

### Table of Contents

|                                                              |   |
|--------------------------------------------------------------|---|
| IMPORTANT NOTICE: FAX NUMBER REGISTRATION REQUEST .....      | 2 |
| CLAIMS CORNER .....                                          | 2 |
| PROVIDER REMINDER: 1500 CLAIM FORM                           |   |
| DIAGNOSIS POINTER .....                                      | 2 |
| CLAIMS ADJUSTMENT FORM VPH01 - UPDATES .....                 | 3 |
| OB/GYN NOTICE .....                                          | 3 |
| COMPLIANCE CORNER .....                                      | 3 |
| PROVIDER SERVICES CORNER .....                               | 4 |
| PROVIDER EDUCATION MEETINGS CALENDAR .....                   | 5 |
| QUALITY CORNER .....                                         | 5 |
| MEDICAL MANAGEMENT CORNER .....                              | 6 |
| A PATH TO CULTURAL COMPETENCY .....                          | 7 |
| ENSURING CONTINUITY AND COORDINATION OF CARE .....           | 7 |
| PHARMACY BENEFITS MANAGER CHANGES TO ENVISIONRXOPTIONS ..... | 8 |

### **PHARMACY BENEFITS MANAGER CHANGES FROM EXPRESS SCRIPTS TO ENVISIONRXOPTIONS EFFECTIVE JULY 1, 2012**

In a continuous effort to improve access to pharmacy services and promote better service for our providers, as of July 1, 2012 Envision Rx Options will administer the prescription drug plan for Virginia Premier Members. While the transition should be transparent to our membership, we will be issuing new cards with the change prior to July 1, 2012. Effective July 1, 2012, members must use the new ID card. The old ID card must be destroyed and not used after June 30, 2012. *See back cover for more details.*

# IMPORTANT NOTICE: FAX NUMBER REGISTRATION REQUEST

Virginia Premier has migrated to a centralized, electronic fax solution to better service our Providers. With our new technology platform, sending a fax is as simple as sending an email. Electronic outbound faxing increases efficiency by providing a faster delivery of time sensitive materials; saves time by eliminating the need to transmit documents using the traditional paper based fax machine; and can support a higher volume of outbound fax transmissions.

With the conversion to electronic faxing, our guidelines indicate that Virginia Premier must request authorization from our Providers authorizing us to fax documentation to any fax numbers in your office. Prior to transmitting documents to your fax number electronically, you will receive a "Fax Registration Form" that you **must** sign and return to the fax number on the form to have the number of that specific fax machine/number registered with VPHP to receive future correspondence via fax. It is very **IMPORTANT** that you return the fax registration form to us within 24 hours to release documents that need to be transmitted to you. Your adherence to this instruction will be greatly appreciated and allow this process to be seamless for you and VPHP.

If you have any questions, please feel free to call the Credentialing Department at (800) 727-7536, Option 8.

## CLAIMS CORNER

### HIPAA 5010 EDI Submissions

In order to comply with the requirements set forth by the Centers for Medicare and Medicaid (CMS) as well as the Department of Medical Assistance Services (DMAS), effective January 1, 2012 Virginia Premier Health Plan, Inc. (VA Premier) will require that a physical address as well as a nine (9) digit zip code be present on all claims received. This includes both paper and electronic claims. The physical location and nine (9) digit zip code should be populated in Box 32 on the CMS 1500 claim form. **Failure to provide the necessary data elements delineated above either through your claims clearinghouse or on paper may result in a denial of payment.**

These requirements apply to electronic claims due to the HIPAA regulations that can be found by visiting the CMS website ([www.CMS.gov](http://www.CMS.gov)). The same requirements apply to paper claims due to the encounter submission process mandated by DMAS. VA Premier appreciates your compliancy with regards to this matter.

### PROVIDER REMINDER: 1500 CLAIM FORM DIAGNOSIS POINTER

In order to comply with the requirements set forth by the Centers for Medicare and Medicaid (CMS) as well as the Department of Medical Assistance Services, Effective April 1, 2012 Virginia Premier Health Plan, Inc. will require that the diagnosis code reference number (pointer) be indicated on all paper claims (CMS- 1500) submissions.

Without the appropriate pointer indicated in the Diagnosis Pointer field (Section 24E) of the 1500 Claim form, the processing of the claim will be affected. Furthermore, Virginia Premier will begin to send all claims back to providers for which the claim form is incorrectly filled out.

To understand the full requirements for the submission of a 1500 Claim form, please visit the National Uniform Claim Committee (NUCC) website: <http://www.nucc.org>

If you have any questions or concerns please contact Claims Customer Services Monday through Friday from 8:00 a.m. to 5:00 p.m. at 800-727-7536.

Thank you for continuing to provide quality care to our members.

# CLAIMS ADJUSTMENT FORM VPHP01 - UPDATES

(Notice posted at [www.virginiapremier.com](http://www.virginiapremier.com) )

The health and well being of our members is very important to us. Virginia Premier would like to thank you for providing quality care to our members. In an effort to expedite the review of Triage Reconsiderations we have updated the Claim Adjustment Request Form to include a new Reason for Request: ***Reconsideration of TRIAGE Payment for the Hospital Visit.***

## Reason for Request:

- ☐ Reconsideration of TRIAGE Payment for the Hospital Visit (Note: medical records must be attached for consideration).  
☐ Adjustment   ☐ Why Rejected   ☐ Special Consideration   ☐ Retraction/Overpayment   ☐ Other \_\_\_\_\_

**Please note: you must check the appropriate checkbox for Reconsideration of the Triage payment.** By selecting this checkbox, the assessment of your request will be done at a much earlier point of the review process which will ultimately expedite the handling of your request.

It is also very important to attach accompanying medical records to all Claim Adjustment requests submitted with this reason. We will no longer be able to review Triage Reconsiderations that do not have accompanying medical records attached.

The revised Claim Adjustment Request Form is posted at [www.virginiapremier.com](http://www.virginiapremier.com). Should you have any questions please do not hesitate to contact the Claims Customer Service Department at 800-727-7536.

## OBGYN NOTICE: OB REGISTRATION FORM BILLING

As you know Virginia Premier Health Plan, Inc. (VPHP) is committed to helping our members have a healthy pregnancy and baby. Healthy Heartbeats is Virginia Premier's prenatal program that allows us in collaboration with clinicians to guide and advise our members through their pregnancy. Early notification by the OB provider is essential to meeting the goal of enrolling members into the Healthy Heartbeats' program within 30 days of their initial OB visit.

In an effort to encourage our OB providers to complete and return the OB Registration form, we are offering our providers an incentive. As a reminder, effective with dates of service on or after January 2, 2012, when a provider's office faxes a completed OB Registration form to VPHP notifying us of an expectant member we will reimburse the provider \$25.00.

In order to receive the additional \$25.00 your office will need to fax the OB Registration form to VPHP at 800-827-7192 after the member's initial OB visit. Your office should submit on a claim form procedure code G9001 within 60 days of the initial visit to be reimbursed. **This code MUST appear on a separate claim with the authorization number (not on the same claim form with the office visit).** Providers may bill Virginia Premier only one G9001 per pregnancy.

If you have any questions regarding this process, please contact your local VPHP Provider Service Representative at 800-828-7989. Thank you for continuing to provide quality care to our members.

## COMPLIANCE CORNER

Virginia Premier Health Plan, Inc. (VPHP) is committed to conducting all facets of its operations in compliance with relevant state and federal laws, regulations, policies, and procedures.

The foundation for this approach is a **zero tolerance** for fraud and abuse with every effort made to eliminate waste.

### Integrity by the Numbers

VPHP maintains a confidential helpline where concerns of wrongdoing can be reported. If you suspect or witness a violation of the False Claims Act or any compliance issue, call the Compliance Helpline at **1-800-620-1438** (24/7/365).

# PROVIDER SERVICES CORNER

## NEW FEATURE WITH NIA'S RadMD®

RadMD® is a user-friendly, real-time tool offered by National Imaging Associates (NIA) that provides you with instant access to advanced imaging authorization and supporting information you need. Immediate approval is received for many studies, and if additional clinical information is needed, you can quickly upload the necessary information.

NIA has introduced a new feature that allows clinical information to be uploaded directly on RadMD. Utilizing this upload feature on RadMD expedites your request, since the information is automatically attached to the case and forwarded to NIA's clinicians for review.

To get started, simply go to [www.RadMD.com](http://www.RadMD.com), click the New User button and set up a unique user name/account ID and password for each individual user in your office or office.

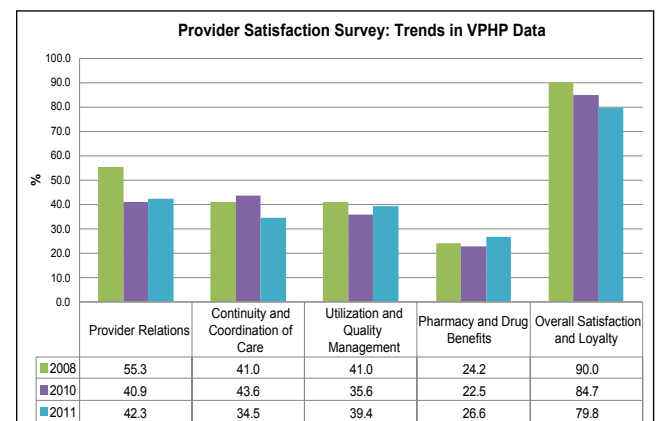
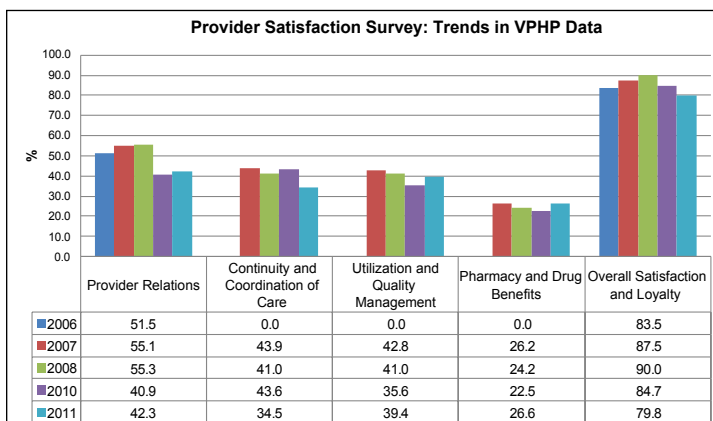
## 2011 PROVIDER SATISFACTION SURVEY ANALYSIS

### Overview

A total of 380 providers completed the 2011 provider satisfaction survey; the survey was administered by mail and phone between October and November 2011. Of the 380 completed surveys, 116 were returned by mail and 234 were conducted by phone interview.

### Comparison of VPHP to "All Other Plans"

The 2011 Provider Satisfaction Survey composite summary response scores for VPHP were higher than the score for "All Other Plans" for each of the composite categories. A statistically significantly higher score was observed for VPHP compared to "All Other Plans" for the Provider Relations (43.2 versus 34.2, respectively) composite summary score. The Plan's composite summary response scores exceeded the 2010 Medicaid BoB Summary Score for the provider relations (+3.9 percentage points) and pharmacy and drug benefits (+4.9 percentage points) composite categories; the observed differences were not statistically significant.



### Trend VPHP data for survey years 2006, 2007, 2008, 2010 and 2011

Responses to the Provider Satisfaction Survey were trended for the years 2006- 2008 and 2010-2011. The Plan's 2011 survey year satisfaction rate exceeded the 2010 survey year rate for the provider relations (+1.4 percentage points), utilization and quality management (+3.8 percentage points) and pharmacy and drug benefits (+4.1 percentage points) composite categories. The Plan's overall satisfaction and loyalty summary score decreased annually between the 2008, 2010 and 2011 survey years, from 90.0% in 2008 to 79.8% in 2011.

# PROVIDER EDUCATION MEETINGS CALENDAR

**CENTRAL VIRGINIA:** For more information on any of the dates or to register for a meeting please contact: Stephanie Quinichett, (800) 727-7536 ext. 5219 or email: squinichett@vapremier.com

**Date: September 13, 2012**

Time: TBD

Where: Fredericksburg, VA  
(Exact Location TBD)

**Date: November 7, 2012**

Time: 12:00 noon

Where: R.T. Arnold Library  
110 East Danville Street,  
South Hill, VA 23970

**HARRISONBURG:** For more information on any of the dates or to register for a meeting, please contact: Roger Young, Provider Services Representative at (800) 595-1630 ext 5961 or email: ryoung2@vapremier.com

**Date: April 25, 2012**

Time: 1:00 p.m.

Where: Augusta County Government Center, South Board Room  
18 Government Center Lane, Verona, VA 24482

**Date: June 7, 2012**

Time: 11:30 a.m.

Where: Rockingham Memorial Hospital, Conference Room 3  
2010 Health Campus Drive, Harrisonburg, VA 22801

**Date: July 17, 2012**

Time: 1:00 p.m.

Where: Page Memorial Hospital, Day Room  
200 Memorial Drive, Luray, VA 22835

**Date: September 21, 2012**

Time: 8:00 a.m.

Where: Winchester Medical Center, WMC Conference Center  
1840 Amherst Street, Winchester, VA 22601

**ROANOKE:** For more information on any of the dates or to register for a meeting please contact:

Mark Rimer, (888) 338-4579 ext. 5826 or email: mrimer@vapremier.com

**Date: May 23, 2012**

Time: 12:00 noon

Where: Virginia Premier Health Plan, Inc.,  
Multipurpose Room  
4910 Valley View Blvd,  
Roanoke, VA 24012

**Date: August 22, 2012**

Time: 12:00 noon

Where: Virginia Premier Health Plan, Inc.,  
Multipurpose Room  
4910 Valley View Blvd,  
Roanoke, VA 24012

**Date: November 7, 2012**

Time: 12:00 noon

Where: Virginia Premier Health Plan, Inc.,  
Multipurpose Room  
4910 Valley View Blvd,  
Roanoke, VA 24012

**TIDEWATER:** For more information on any of the dates or to register for a meeting please contact:

Dana Gilliam at (800) 828-7989 ext 5504 or email: dgilliam@vapremier.com

**Date: May 23, 2012**

Time: 12:00 noon

Where: Bon Secours Health Center at Harbour View  
5818 Harbour View Blvd, 2nd Floor, Suffolk, VA 23456

**Date: Exact Date TBD**

Time: 12:00 noon

Where: Riverside Shore Memorial Hospital,  
6th Floor Board Room, 9507 Hospital Avenue,  
Nassawadox, VA 23413

## QUALITY CORNER

### HEDIS CLINICAL MEASURES GUIDE UPDATES

Please note the following changes to the HEDIS Clinical Measures guide.

- 1) **Spelling error in CDC measure** regarding dilated eye exam....in the "Measure Components" column it should read "Retinal exam" instead of Retinol exam.
- 2) **Clarification of the COPD Spirometry Testing measure** ....It states in the "Measurement Period" box - "Jul 1 year prior - Jun 1 of the measurement year". This in fact is correct although confusing....this is considered to be the "Intake Period" "A 12-month window that begins on July 1 of the year prior to the measurement year and ends June 30 of the measurement year. The Intake Period captures the first COPD diagnosis."
- 3) If you have any questions please feel free to contact any of the Quality Nurses at 800-727-7536.

# MEDICAL MANAGEMENT CORNER

## Health Education Calendar for 2012

VPHP's Health Education Department promotes different health topics for our members throughout the year. If you are interested referring a patient to participate in an event, or in need of more information, please contact our Health Education Department or check our website at [www.vapremier.com](http://www.vapremier.com)

Richmond: 1-800-727-7536 ext. 5239

Roanoke: 1-888-338-4579 ext. 5816

Tidewater: 1-800-828-7989 ext. 5583

### MARCH:

In honor of National Nutrition Month, we provide education about appropriate portion size, the nutrition label and promote eating more fruits and veggies. Eating healthy doesn't have to be boring, we are encouraging members to try a new recipe. If your patients need a nutritional consult, recipe ideas or more, refer to our Health Education Department.

### APRIL:

Encourage pregnant patients to join our Healthy Heartbeats Program! This program focuses on prenatal care. We offer education on a variety of topics and referral to classes that include breastfeeding and parenting. We have baby showers in a variety of locations throughout the year, too!

Upcoming Events, call HE department for details:

\*Look for the health expo at the Richmond Center on April 28th

\*Tidewater baby shower will be held April 24th in Portsmouth

\* Roanoke baby shower will be held in April in the New River Valley area

### MAY:

All VPHP members are invited to our Member Advisory Committee Meetings! Transportation is available, if members live within a 23 mile radius of the meeting location. Go to [www.vapremier.com](http://www.vapremier.com) to communicate the 2012 MAC Meeting schedule to your patients!

### JUNE:

Diabetes awareness is always in season. VPHP promotes A1C testing for pre-diabetic or diabetic members. If you want to refer a patient to our Disease Management department. Please call 1-866-243-0937, ext. 5753

### JULY:

We are promoting physical fitness, sun safety and asthma prevention all summer long!

Upcoming Events:

\*July is Roanoke's Children's Asthma Camp! If your patient is between the ages of 6-12 and has a diagnosis of Asthma please have their parent call us! We encourage parents to keep an Asthma Action Plan updated with their doctor, school nurse and any babysitters.

### AUGUST:

It's Immunization Awareness Month and its back to school! We are encouraging parents to make sure their child is ready for school and are their shots up to date.

### SEPTEMBER:

All children under 2 should be screened for lead! Parents are encouraged to contact their child's doctor or local health department for a lead screening.

## MEDICAL PAYMENT POLICY – UPDATE

Any new policies, changes and updates in position statement concerning the health plan's Medical Payment Policies (MPP) will be published in the quarterly provider newsletter which is accessible at [www.virginiapremier.com](http://www.virginiapremier.com).

The Medical Payment Policy Committee (MPPC) met and reaffirmed the health plan's position on the following policies. Additional information concerning policies can be obtained by contacting our Medical Management Department at (800) 727-7536.

### Experimental & Investigational Services – Not Covered

The following services are considered experimental and investigational and are not covered.

#### MPP SERVICES

- 001 Aerosolized Anti-infective Therapy for Sinusitis
- 002 Balloon Sinuplasty
- 003 Biomagnetic Therapy
- 005 Hepatic Activation Therapy

- 006 Hippotherapy
- 007 Intraocular Epiretinal Brachytherapy
- 008 Magnetic Resonance Neurography
- 009 Melanoma Vaccines
- 010 Partial Left Ventriculectomy

The Medical Payment Policy Committee (MPPC) met and approved Medical Payment Policy 321 effective March 9, 2012. Prior rendering a service, providers are encouraged to check the No Prior Authorization (NPA) listing to determine whether an authorization is required.

### Medically Necessary Services - Covered

The following services are medically necessary for those cases where, criteria or criterion are met.

#### MPP SERVICES

- 321 Interventional Radiology Procedures

# A PATH TO CULTURAL COMPETENCY

Providers who incorporate the following guidelines into their practices may be able to work more effectively with patients and families who are from other cultures.

- Learn more about a patient's culture by attempting to establish how the family members interact. Initiate a discussion to determine how a family copes with crisis and/or serious illness, which will assist in developing more effective treatment options and/or discharge plan.
- Determine how long the family has been in the U.S. If a family has been in the U.S. less than a year, the more likely much of their native culture remains present.
- Be aware that some behaviors are rooted in specific cultures. One culture may require same gender healthcare providers. Individuals in other cultures may avoid eye contact as a sign of respect and should not be interpreted as a sign of indifference. A good practice is to ask the patient if there is something you don't understand about their culture.
- Maintain a list of trained medical interpreters whenever possible. Family members should not be used as interpreters, unless absolutely necessary. Information received through family members may not be accurate or objective and the patient may not be comfortable discussing certain things with a family members present.
- Note cultural differences that may affect care. For instance, in cultures where women are not allowed to make decisions, asking the mother to sign the consent form for a child may be contrary to a fundamental cultural belief.
- Provide resources and inservices to office staff to increase awareness and sensitivity to cultural differences. Do a search for information related to Cultural Competency and Cultural Diversity on the internet. There is a wealth of information available online, as well as, at a local library or book store.
- Be careful about stereotypes. Do not assume that everyone who comes from a specific country is alike. Culture and beliefs vary widely depending on regional and demographic differences.

**Now available:** *A Cultural Competency Quiz that may be downloaded and completed on paper. Search our website for "Cultural Competency" to find free courses or contact us and we will fax or email you the Quiz.*

For more information contact:

Franchon Brown

fbrown@vapremier.com

800-819-5151, x5136

FAX 804-819-5171

## ENSURING CONTINUITY AND COORDINATION OF CARE

VPHP values the importance of well coordinated and effective care for our members. We understand the integral role that communication plays in maintaining high-quality care. This is especially true with regard to communication between medical and behavioral health (BH) practitioners.

In an effort to provide well-coordinated care, VPHP has:

- Implemented procedures to notify the PCP when a member has received BH services.
- Evaluated consultative reports during medical record reviews.
- Educated employees on the importance of sharing information while adhering to HIPAA regulations.
- Developed Clinical Practice Guidelines for ADHD and Screening for Depression in Diabetes.
- Conducted annual provider satisfaction surveys to evaluate the continuity and coordination of care between medical and behavioral health practitioners.
- Developed a system to notify PCP's of their member's admissions to the hospital for BH services.

In addition, the BH provider is made aware of the contact information for the member's PCP to improve communications between the providers. Communication with members' PCPs provides the opportunity to make informed decisions regarding treatment interventions, and decreases the potential for gaps in treatment and adverse medication interactions. VPHP is committed to ensuring that our members receive seamless, well-coordinated care while receiving medical and behavioral health services. We appreciate your support in helping us improve continuity, and coordination of care on behalf of our members.



VA Premier Richmond  
P.O. Box 5307  
Richmond, Virginia 23220-0307

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## **Pharmacy Benefits Manager changes from Express Scripts to EnvisionRxOptions effective July 1, 2012.**

**Effective July 1, 2012**, EnvisionRxOptions will administer the prescription drug benefits for Virginia Premier Members. Envision is committed to providing significant pharmacy benefit savings, excellent management and superior customer service while providing clarity, integrity and accountability in pricing, discounts and management.

Providers should call the EnvisionRxOptions/Virginia Premier dedicated customer service line at: 1-855-872-0005 or fax requests to 1-877-503-7231; to initiate Prior Authorization requests, or for any additional questions or concerns. The EnvisionRxOptions customer service team is available 24 hours, 7 days a week.

### **Changes to the Member ID cards are:**

- Rx Benefit Manager Name Change to EnvisionRxOptions.
- Rx Bin #: 009893
- Rx PCN: ROIRX
- Phone number for pharmacy/prescription questions: 1-855-872-0005

### **Pharmacy:**

- Pharmacy phone number for pharmacy/prescription questions: please call EnvisionRxOptions at 1-855-872-0005.