

VIRGINIA PREMIER HEALTH PLAN, INC.

PROVIDER NEWSLETTER

From the Senior Medical Director

Once again, Virginia Premier Health Plan, Inc.(VPH) has obtained the "Excellent Rating" from NCQA thanks to the providers in our network. You should be proud of the accomplishments that you have achieved on behalf of our membership.

In what has now become my traditional statement at the end of the year (since 2003), Thank you very much for the excellent quality healthcare provided to our 150,00 members!

In 2011 all of the initiatives that were outlined in the last Winter Edition of this newsletter were implemented and based on VPH's HEDIS scores were successful overall.

I am happy to report that VPH now has a new Pharmacy Director on its staff. Javier Menendez is well known in the area and brings expertise to our programs that will enhance the pharmacy program and improve the safety of our members. VPH anticipates improvements across the entire pharmaceutical spectrum with his knowledge. If you have any specific questions in this area please call 804 819-5151.

Regarding NCQA, VPH was ranked #21 in the country among hundreds of Medicaid Health Plans. Our congratulations to each of you and the various departments at VPH for all of the hard work required to make this accomplishment. Our Quality Department, led by Vice President Jamie McPherson and her staff deserve special thanks for keeping VPH among the top MCOs in the State and in the Country.

Medical Management Department at VPH at 804 819-5151.

2011 FLU SEASON

The flu season thus far has been mild. VPH covers the Flu vaccines and encourages all of our providers to please administer the flu vaccines to all of our eligible members who meet the criteria. VPH prides itself on total coverage for flu prevention and has in partnership with the PBM and providers made an all out effort to protect the lives of its members.

There are many articles in this edition that will assist you in continuing the provision of excellent quality of care to our members.. Please take the time to read each one.

Please have a Safe and Enjoyable Holiday Season! Until next year.

With warm regard,



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



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All of VPH Clinical Practice Guidelines are listed on the website, www.vapremier.com. If you would like a hard copy of any of these, please contact the

HOLIDAY OBSERVANCES SCHEDULE 2012

January 2, 2012:	New Year's Day	November 22, 2012:	Thanksgiving Day
January 16, 2012:	Dr. Martin Luther King, Jr. Day	November 23, 2012:	Day After Thanksgiving
May 28, 2012:	Memorial Day	December 24, 2012:	Christmas Eve
July 4, 2012:	Independence Day	December 25, 2012:	Christmas Day
September 3, 2012:	Labor Day	December 31, 2012:	½ Day-New Year's Eve
November 21, 2012:	½ Day Thanksgiving Eve	January 1, 2013:	New Year's Day

PRACTITIONER GOLDEN GLOBE (PGA) AWARD

At the end of each fiscal year (June 30) at VPHP, the most outstanding practitioner will be awarded the *Practitioner Golden Globe Award (PGA)* in the form of a plaque to post in his/her office. In order to be nominated for the PGA recognition program in 2012, you must complete a cultural competency course offered by VPHP or one of your choosing.

The Practitioner Golden-Globe Award (PGA) has been developed and implemented to recognize and salute practitioners dedicated to delivering safe clinical care and quality. So, if you or a colleague has received an award, please let us know. Please contact Kellie Esterline, RN, Quality HEDIS Assistant Manager, at kesterline@vapremier.com or call Tel: 800-727-7536, ext. 5713. You can also inform your provider services representative or quality nurse.

Daniel Fitzsimmons, MD VPHP'S PRACTITIONER GOLDEN GLOBE (PGA) AWARD RECIPIENT FOR 2011

Virginia Premier Health Plan, Inc. (VPHP) salutes the following practitioner for his outstanding accomplishments in the area of Quality:

**Daniel Fitzsimmons, MD
Winchester Family Medicine
525 Amherst Street, Suite 104, Winchester, VA 22601**



Dr. Daniel Fitzsimmons is an outstanding participating practitioner with Virginia Premier Health Plan, Inc (VPHP) since 2006. He attended Georgetown University School of Medicine with residency and internship at Virginia Commonwealth University Medical College. He is a Board Certified Pediatrician. Shenandoah Valley Medical System, Inc, and it's satellite clinics which includes Winchester Family Health Center is accredited by The Joint Commission.

The Joint Commission's Ambulatory Care Accreditation Program was established in 1975, and today more than 1,900 freestanding ambulatory care organization are Joint Commission accredited. These organizations generally fall into the broad categories of surgical, medical/dental and diagnostic/therapeutic services, and represent a variety of settings, including Family Practice. The goals of the Ambulatory Care Accreditation are:

- Improve the accuracy of patient identification.
- Improve the effectiveness of communication among caregivers.
- Improve the safety of using medications.
- Reduce the risk of health care-associated infections.
- Reduce the risk of surgical fires.
- Encourage patients' active involvement in their own care as a patient safety strategy.
- Practice universal protocol.

Joint Commission accreditation and certification is recognized nationwide as a symbol of quality that reflects an organization's commitment to meeting certain performance standards.

**CONGRATULATIONS DR. FITZSIMMONS!
THANK YOU FOR YOUR CONTRIBUTIONS TO QUALITY!
VPHP SALUTES YOU!**

COMPLIANCE CORNER

In accordance with the Code of Federal Regulations at 42 C.F.R. § 438-310; 42 C.F.R. § 1002; and 12 VAC 30-10-690 of the Virginia Administrative Code, Virginia Premier shall neither participate with nor enter into a provider agreement with any individual or entity that had been excluded from participation in federal health care programs. Additionally, Virginia Premier is prohibited from contracting with any providers who have been terminated from the Medicaid, FAMIS or Medicare programs for fraud, waste and abuse.

Likewise, under federal and state laws and regulations providers are prohibited from doing business with or entering into a contract with excluded individuals or entities. Providers should use the federal Health and Human Services Office of Inspector General online exclusion database, available at <http://exclusion.oig.hhs.gov/> to screen managing employees and contractors to determine whether any of them have been excluded from federal health care programs.

FINANCE CORNER

HOLIDAY SEASON FEE FOR SERVICE CHECK SCHEDULE:

In preparation for the holiday season, the fee for service check schedule may alter from its normal Friday pay date. Also, because it is the holiday season mail through the United States Postal Service is usually a little slower, thus you may have a delay in receiving your check.

During this time period the check schedule will be as follows:

Christmas, week of 12/19/11:

Checks will be printed on Thursday, December 21, 2011.

New Year's Eve, week of 12/26/11:

Checks will be printed on Friday, December 30, 2011

REMINDERS FOR YEAR END:

Changes to your tax identification number, address, Medicaid provider number, legal business name or any other contractual changes require that an updated W-9 be sent along with your changes to the Contracting department. Doing this can avoid possible IRS regulated fines and/or withholdings from your claim, capitation and/or management fee payments. In addition, any changes made without a W-9 attached will delay your payments.

Also, if you notice that the name on your check is not the name that matches your tax id name submitted to the IRS, please contact the Contracting department promptly with the correct information.

1099's:

If your total dollar payment for Calendar Year 2011 is more than \$600. You should receive a 1099 by January 31, 2012. If you have not received your 1099 by 2/6/12 please contact the Claims Payment Technician in the Finance Department.

December 5, 2011



Dear Participating Provider,

As you know Virginia Premier Health Plan, Inc. (VPH) 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. Effective January 2, 2012 when a provider's office faxes a completed OB Registration form to VPH 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 VPH 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. Providers may bill Virginia Premier only one G9001 per pregnancy.

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

Regards,
Virginia Premier Health Plan, Inc

FYI: HOME HEALTH VENDOR BILLING REMINDER

Please remember to adhere to the billing standards outlined in the DMAS Home Health Manual. Enter the beginning and ending service dates. Claims submitted which exceeds the 31 day limitation will be denied.

FYI: Submission of Paper Claims

Effective January 1, 2012, Virginia Premier Health Plan, Inc will no longer accept Xerox copies of paper claim form. All submissions must be on the uniform claim submission form. Xerox copies of claims will not be processed and returned to the group/provider.

Paper claims submission mailing addresses (as follows):

PCP Claims

PO Box 5207
Richmond, VA 23220-0207

Transportation Claims

PO Box 5287
Richmond, VA 23220-0287

Specialty Claims

PO Box 5208
Richmond, VA 23220-0208

Claim Appeals

PO Box 5286
Richmond, VA 23220-0286

Hospital Claims

PO Box 5120
Richmond, VA 23220-0120

HEDIS 2012 IS HERE!!!

Once again, VPHP will be collecting 2011 dates of service data retrieved from claims and medical record abstractions starting February 2012.

Medical record abstraction for HEDIS 2012 will be for the following measures:

Prevention and Screening Measures

Adult BMI Assessment

Weight Assessment and Counseling for Nutrition and Physical Activity for Children/Adolescents

Childhood Immunization Status

Immunizations for Adolescents

Human Papillomavirus Vaccine for Female Adolescents

Lead Screening in Children

Breast Cancer Screening

Cervical Cancer Screening

Chlamydia Screening in Women

Cardiovascular Conditions

Cholesterol Management for Patients with Cardiovascular Conditions

Controlling High Blood Pressure

Diabetes

Comprehensive Diabetes Care

Access/Availability of Care

Prenatal and Postpartum Care

Utilization and Relative Resource Use

Frequency of Ongoing Prenatal Care

Well-Child Visits in the First 15 months of Life

Well-Child Visits in the Third, Fourth, Fifth and Sixth Years of Life

Adolescent Well-Care Visits

VPHP appreciates all your help with our Quality initiatives and salutes all our providers for efforts to provide excellent health care to our members. Should you have any questions regarding any of our Quality Initiatives, please contact:

The Quality Department at Kesterline@vapremier.com Tel: 800-727-7536, ext. 5713



WHEN PARENTS REFUSE IMMUNIZATIONS

Most parents believe in the benefits of immunization for their children. However, health care providers may encounter parents who question the need for or safety of childhood vaccines. These parents may delay or refuse immunizing their children with some or all of the recommended vaccines. As a health care provider you should try to understand differing views of vaccine risks and benefits, and be prepared to respond effectively to concerns and questions. By assisting parents in making fully informed immunization decisions you will be increasing the quality of care not only for your patient but also for the public.

The Centers for Disease Control and Prevention (CDC) recommends the below when you are faced with a parent or guardian that is refusing to immunize their child.

Empathetic Communication is critical in responding to parents who are considering not vaccinating their children. Parents should be helped to feel comfortable voicing any concerns or questions they have about vaccination, and providers should be prepared to listen and respond effectively.

Ask questions

- Evaluate whether the child has a valid contraindication to a vaccine by asking about medical history, allergies, and previous experiences.
- Assess the parent's reasons for wanting to delay or forgo vaccination in a non-confrontational manner. (Have they had a bad experience? Obtained troubling information? Do they have religious or philosophical reservations?)
- If parents have safety concerns or misconceptions about vaccination ask them to identify the source(s) of those concerns or beliefs.
- Listen carefully, paraphrase to the parent what they have told you, and ask them if you have correctly interpreted what they have said.

Respect & address concerns

- Provide factual information in understandable language that addresses the specific concerns or misconceptions the parent has about vaccination.
- Use Vaccine Information Statements (VIS) for discussing vaccine benefits and risks. Before administering each dose of certain vaccines, providers are required by law to give a copy of the current VIS to the child's parent/legal guardian. Providers must also record in the child's chart the date that the VIS was given and the publication date of the VIS. The updated versions of VISs can be found at www.cdc.gov/vaccines/pubs/VIS/. VISs in a variety of languages can be obtained at www.immunize.org/vis/.
- Educate parents about the dangers of vaccine-preventable diseases and the risks of not vaccinating as they relate to the child, family, and community.
- Express your personal support for vaccinations and share experiences you have had with children with vaccine-preventable diseases.
- Provide educational materials to be taken home and refer the parent to other credible sources of information such as CDC's National Immunization Information Hotline or website.

Educate about responsibilities

- Inform parents who defer vaccination of their responsibilities to protect other family and community members, including people who may be immunocompromised (*i.e., keeping sick children at home and other ways to limit the spread of infection*).
- Parents also should be advised of state school or child-care entry laws, which might require that unimmunized children stay home from school during outbreaks of vaccine-preventable diseases.

Explore acceptable options

- Explore whether the parent is willing to allow his/her child to receive certain vaccines, to be immunized on an alternative schedule, or delay vaccination and "catch-up" if the parent changes his/her mind.

Keep communication open

- Keep the lines of communication open with parents who choose to defer or who refuse vaccination by expressing your desire to talk more about vaccines during future visits.
- Periodically assess the parent's willingness to vaccinate their child, including at every well child visit. And document any refusal to vaccinate in the medical record.

Reference: <http://www.cdc.gov/vaccines/pubs/providers-guide-parents-questioning-vacc.htm>

MEDICAL MANAGEMENT UPDATES

CASE MANAGEMENT UPDATE

VA Premier is happy to report that the medical management department is instituting a new care management model to better serve our members. The new care model has expanded and now consists of three levels. Each level will be geared to the needs of specific members.

The first level will meet the needs of members who may need very short term assistance from our case management nurses. Nurses in the second level will assist members who may have more medical and social needs, and who may require more assistance for a longer period of time. At each level, an assessment and a plan of care will be completed.

The third level will be our complex care level. Nurses will be available to assist our members who have multiple care needs and who may have many co-morbid conditions. It is expected that members in our complex care level will require intensive case management services for an extended period of time. Our complex care nurses will be available to visit the members in the hospital, the home or in the doctor's office. They will attempt to work closely with providers to find out information about the medical plan of care. They will then follow up with members to continue instruction on the plan of care and to encourage compliance.

DISEASE MANAGEMENT NEWS

The Disease Management team has been working with GenerationOne Mobile Health Solution on a pilot program. The GenerationOne system is designed to partner with providers to manage chronic health conditions. Selected members diagnosed with diabetes or asthma have been provided with a wireless telephone. The GenerationOne program via telephone calls to members, alerts them to take medications or perform other prescribed activities like testing blood glucose or blood pressure.

The results of these member actions are collected and analyzed and when indicated, the disease management nurse is alerted to follow up with the member. Advantages of the program include the ability to contact the member with education and support in a timely manner, and the ability to contact the medical provider with up to date information. The pilot program will be ongoing for six months, and the results analyzed. It is just one more way that VA Premier is working to insure that our members get the care that they need.

The programs above are just two ways in which the medical management department at VA Premier Health Plan continues to demonstrate its' dedication to helping our members, and to carrying out our mission.

Virginia Premier Health Plan, Inc (Virginia Premier) has completed its review of the current Medical Payment Policies (MPP). Information pertaining to these policies can be obtained by contacting the Medical Management Department at (800) 727-7536. We appreciate your feedback and support.





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

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How to Contact Us - Important Phone Numbers

VPHP Member Services	(800) 727-7536, Press 1
VPHP Transportation	(800) 727-7536, Press 2
Express Scripts	(800) 824-0898
VSP	(800) 877-7195 / (800) 852-7600
Smiles for Children	(888) 912-3456
AT&T Language Line	(800) 774-4344
TTY (Text Service)	(800) 828-1120
TDD (Voice Service)	(800) 828-1140
McKesson Nurseline	(800) 256-1982
Managed Care Help line	(800) 643-2273
FAMIS Central Processing Unit (CPU)	(866) 873-2647
Compliance Helpline	(800) 620-1438

Hours of Operations Monday – Friday, 8:00 a.m. - 5:00 p.m.

Corporate Office

600 E. Broad Street, Suite 400
Richmond, VA 23219

Abingdon Office

906 W. Main Street
Abingdon, VA 24210

Harrisonburg Office

2322 Bluestone Hills Dr, Suite 220
Harrisonburg, VA 22801

Roanoke Office

4910 Valley View Blvd, NW, Suite 202
Roanoke, VA 24008

Tidewater Office

3388 Princess Anne Road, Suite 2000
Virginia Beach, VA 23456

