

Around the Neighborhood

Neighborhood Health Plan

Spring/Summer 2010

Asthma Materials Now Available in More Languages

For patients with limited literacy or English-language skills, a picture is worth a thousand words. So we're pleased to offer the NHP asthma toolkit in Spanish, Portuguese, Chinese, Vietnamese, and Haitian Creole, as well as English.

To educate as clearly as possible, these resources use pictures to illustrate key components of asthma self-management:

- Level of asthma control
- Self-monitoring
- Proper inhaler technique
- Cleaning an HFA inhaler

For copies, simply go to the Provider section of www.nhp.org. ■

Hypertension Booklet

For patients who need help understanding how to control blood pressure, a "Thumbs up" booklet is available in both English and Spanish. A booklet is automatically sent to any NHP member who fills a prescription for hypertension medication. ■



"Red Flags" Rule to be Enforced as of June, 2010

The Federal Trade Commission (FTC) has delayed enforcement of the "Red Flags" Rule until June 1, 2010.

Last November, the Red Flags Rule was implemented to help protect consumers from identity theft. It requires certain institutions to create programs and written procedures to help spot warning signs of identity theft.

All health care providers and organizations must review billing and payment procedures to determine if they are affected. The rules may apply to providers whose activities fall within legal definitions of "creditor" or "covered account." For example, providers who bill for a copayment are considered creditors.

Some examples of red flag activities include: suspicious personal identifying information; suspicious activities; receiving notices of identity theft; complaints regarding bills; EOBs for services never received; and a patient who has an insurance number but never produces

an insurance card. Kudos to those providers who have modified procedures to help curb identity theft by asking patients for a picture ID upon arrival.

Under the FTC's new rules, a creditors' program must supply details for:

- Types of red flags relevant to its practice
- Processes used to detect them
- How it will respond to red flags to prevent identity theft
- How it will keep the program up-to-date
- Training staff on the Red Flags Rule
- Monitoring service providers

The program does not impose criminal penalties or random audits. However, lack of compliance could result in penalties up to \$3,500 per day, per incident. For full details on the FTC's Red Flags Rule, go to www.ftc.gov/redflagsrule. ■

Referral Changes for HVMA Effective July 6

Effective for services rendered on or after July 6, 2010, all NHP members with a Harvard Vanguard Primary Care Provider (PCP) will be required to obtain an appropriate referral from their PCP when seeking care from a non-Harvard Vanguard specialty provider. For NHP's Group Insurance Commission members, the change is effective for services rendered on or after September 1, 2010. NHP is making these changes to help enhance care coordination for those NHP members with a Harvard Vanguard PCP.

All NHP specialty providers should verify that an NHP member with a Harvard Vanguard PCP has an appropriate referral prior to services being rendered. If a referral has not been authorized, the associated claims will be subject to denial.

Referrals are not required for the following:

- A gynecologist or obstetrician for routine, preventive, or urgent care
- Family planning services provided by an NHP provider or a MassHealth family planning clinic

- Outpatient and diversionary Behavioral Health Services

All NHP members with a Harvard Vanguard PCP will be notified of this change on or before June 1, 2010. This referral requirement will be in effect for Harvard Vanguard patients participating in all NHP plans: Commercial, Commonwealth Choice, Commonwealth Care, CMA, and MassHealth.

We will be modifying all NHP provider and member materials to reflect this change. Further information on processes for obtaining referrals and appropriate claims coding will be available at www.nhp.org prior to the effective date of the change.

As always, we appreciate our network's cooperation and support as we work to improve the health care process for our members. Providers with questions about this change should contact our Customer Care Center at 800-462-5449 or their NHP provider relations representative directly. ■



Doing Business with NHP

Provider Payment Guidelines

The following guidelines are available at www.nhp.org. (In the Providers section, go to “Administrative Resources,” then “Policies and Guides.”)

- Ambulance Transportation—Ground
- Anesthesia Services
- Bariatric Surgery
- Chiropractic Care
- Coding
- Credit Balance Overpayment Guidelines
- Dermatology
- Evaluation and Management (E&M) Services
- Home Infusion including Enteral Nutrition
- Imaging Services
- Inpatient Newborn Care
- Laboratory and Pathology Services
- Late Charge Billing
- Medical Nutritional Counseling and Diabetes Self-Management Training
- Modifiers
- Nail Debridement
- Observation Services
- Obstetrical Services—Professional
- Physical Therapy
- Routine Foot Care
- Serious Reportable Events
- Vaccines and Immunizations

To inquire about guidelines not listed here, please email prweb@nhp.org. ■

NHP Partners with Text4baby Program

NHP was the first health plan in Massachusetts to become an Outreach Partner with text4baby, a free program that sends health-related text messages to expectant mothers and mothers of infants.

“The tex4baby program is an important step in responding to high infant mortality rates and premature births due to poor perinatal health,” said Deborah C. Enos, President and CEO of Neighborhood Health Plan (NHP). “NHP did not hesitate to sign on as an Outreach partner because we



A free service of the National Healthy Mothers, Healthy Babies Coalition

recognize the power of this program to be able to reach women at a critical time in their pregnancy, and affect simple behavioral changes that could have a significant impact on infant health and mortality.”

Women who sign up for the service by texting BABY to 511411 (or BEBE in Spanish) receive free SMS text messages each week, timed to their due date or baby’s date of birth. Messages focus on a variety of topics critical to maternal and child health, including immunization, nutrition, seasonal flu, oral health, and safe sleep. Text4baby messages also connect women to prenatal and infant care services and other resources. ■

International Classification of Diseases (ICD) Codes to be Updated February, 2013

The health care industry will transition to accommodate the tenth revision of the International Classification of Diseases (ICD-10), starting in February of 2013.

ICD-10 is a coding of diseases, symptoms, and injuries, as classified by the World Health Organization (WHO). In the United States, use of this system is overseen by the Department of Health and Human Services.

The change from ICD-9 to ICD-10 will benefit the industry in several ways:

- Expands the list of available codes
- Offers flexibility for emerging diagnoses and procedures
- Reduces administrative costs through improved electronic procedures
- Enables greater ability for worldwide responses to impending epidemics.
- Provides greater specificity in diagnosis codes

The new ICD-10 is easily expandable to accommodate new codes as well as medical advances.

To help with coder training, the Centers for Medicare & Medicaid Services (CMS) provides ICD-10-PCS to ICD-9-CM mapping. Simply go to www.cms.hhs.gov/ICD10/Downloads/pcs_whats_new_2010.pdf. Because updates are expected, coding

professionals will need to monitor the CMS website for new versions of the guidelines before implementation.

NHP is currently updating its claims processing system to support the new codes. Please watch our website and other NHP communication vehicles over the next few months for updates. More information is available from CMS at www.cms.hhs.gov/ICD10/. ■

“Doc Talk” Pads Available for Patients

It happens to everyone: We make a mental list of topics to discuss with our doctor, but because we didn’t write them down, we end up forgetting something important.

To help patients remember topics of concern, and to make appointment time more productive, NHP offers the network our new “Doc Talk” pads. Extremely popular already, this tool space for members to record what they would like to discuss during the visit such as “What do I want to tell my Doctor today?” and “What do I want to ask my Doctor today? To get “Doc Talk” pads for your patients awaiting to be seen, please contact the Provider Relations department at prweb@nhp.org. ■

Compliance for HIPAA Version 5010 (Level I) to Begin on December 31, 2010

Current HIPAA standards are being updated for electronic transactions, pharmacy and supplier transactions, and Medicaid pharmacy subrogation. The timeline for implementation is as follows:

Regulation effective date March 17, 2009

Level I compliance to begin by December 31, 2010

Level II compliance by . . . December 31, 2011

All covered entities have to be fully compliant on January 1, 2012

Level I compliance means that “a covered entity can demonstrably create and receive compliant transactions, resulting from the

compliance of all design/build activities and internal testing.” We expect covered entities to be testing throughout calendar year 2011, and to schedule testing as early as possible, to ensure sufficient time for corrective actions and re-testing.

Level II compliance means that “a covered entity has completed end-to-end testing with each of its trading partners, and is able to operate in production mode with the new versions of the standards.”

For more details, go to the CMS website at www.cms.gov/Versions5010andD0/10_background.asp#TopOfPage and www.cms.gov/. ■

SFY 11 Clinical Performance Improvement

Each year, NHP, and five other carriers that provide health insurance to the Commonwealth of Massachusetts Group Insurance Commission (GIC), collaborate with the GIC and their consultants on the Clinical Performance Improvement (CPI) initiative.

The CPI Initiative involves the creation of a consolidated, multi-plan claims database (over 150 million claim lines) from all GIC carriers to construct quality of care and cost-efficiency profiles that are used for developing a tiered network.

Last year, a new tiering methodology was implemented. It is easier to understand, includes more quality data measures, and produces greater cost-efficiency across the plans.

We are pleased to report that the tiering methodology for Fiscal Year 2011 (effective July 1, 2010) will remain the same. NHP tiers primary care physicians at the group level individually, practitioners specializing in cardiology, pulmonology, gastroenterology, rheumatology, orthopedic surgery, endocrinology, obstetric/gynecology, and ENT/otolaryngology.

NHP’s tiered network only applies to GIC enrollees. For this fiscal year, the GIC plan design will continue to include three tiers, with different office visit copayment amounts assigned to each tier. Tier assignments apply only to office visit copayment amounts and do not affect NHP provider contract terms and/or reimbursement rates. For more information, including provider specific tier designations, please contact your NHP Provider Relations representative or our Customer Care Center at 1-800-462-5449. ■



SAVE THE DATE!

Please join us at our 2010 quarterly NHP provider operations meetings. . .

Wednesday, August 11

Wednesday, Nov. 17

Agenda and registration instructions are provided before each meeting.

We look forward to seeing you.



Ask NHP

Why does my hospital get occasional calls inquiring about the status of notification to MassHealth of NHP newborns?

MassHealth’s enrollment process for newborns requires *the facility* to notify MassHealth’s Enrollment Center (via their proprietary Notification of Birth [NOB] form) of the mother’s Managed Care Organization (MCO) selection for the newborn. When the submitted NOB does *not* reflect the corresponding MCO/health plan, the newborn’s enrollment remains pending, thus the outreach. Timely and accurate submission of NOBs is critical to avoid retroactive enrollment changes and the associated post-payment recoveries. ■



Network Spotlight

Harrington Hospital Opens New Cancer Center

Congratulations to Harrington Hospital for the recent opening of their Cancer Center in Southbridge, Massachusetts!

“Now patients will not have to travel long distances to receive the best in cancer treatment,” said Ed Moore, President and CEO of Harrington Hospital.

The center features state-of-the-art technologies and treatments, such as intensity modulated radiation therapy (IMRT) and image-guided radiation therapy (IGRT).

For more information, visit www.21stCenturyOncology.com. ■



Send us your news!

Please email your news to us at prweb@nhp.org. ■



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NHP welcomes the following new providers

Accelerated Physical Therapy

Adlaka, Purnima, MD

AGS Physical Therapy

Alber, Lisa C.

Allston Physical Medicine Center

Andover Hearing Center

Andover Physical Therapy, Inc

Anesthetics of Nantucket

Asthma & Allergy Specialists, PC

Attleboro Vision Care Associates

August, Betsy S., MD LLC

Back and Balance

Rehabilitation Center

Bado, Kelly, OD

Barrington Urgent Care

Bartlett Pond Family Medicine

Bass River Pediatrics

Bay Radiology Associates

Bay State Eye Associates

of Leominster

Bay State Medical Associates

Beacon Facial Plastic Surgery, Inc.

Becker, Ann N., MD LLC

Beverly Anesthesia Associates

Blieler, James K. MD

Boston Therapy

Breast Imaging Physicians

Brighton Eye Associates

Burlington Pediatrics

Buzzards Bay Chiropractic

Cape Cod Surgeons

Carey, Leslie K., OD LLC

Cataract & Laser Center Central

Central Massachusetts

Comprehensive Cancer Center

Chaglassian, John H., MD

Charles River Hearing

Cheng, Qiaomei, OD

Children's Speech and

Hearing Specialists

Chiropractic Care Center

Cimorelli, Louis C., MD

Clear Vision Eye Center

Cliftondale Physical Therapy

Coakley, Christopher E., MD

Coastal Rehabilitation, Inc

Cohen, Debra O., OD

Community Pediatrics

Concord OB/GYN Associates

Cannolly, Peter S., MD

Corner Eye Care

D'Souza, Aloysius, MD

Dartmouth Medical Walk-In Center

Dilmaghani, Ahad, MD

Dombek, Zbigniew, MD

Drs. Rolle-Daya & Nagpaul

Dwarakanath, G.K., MD LLC

Ehrenthal, Susan, MD

Eisner, Richard S., DPM

Elman, Michael V., MD PC

El-Zaru, Mohamad, MD

Family Medicine Associates

Framingham Pediatrics

Gateway Chiropractic

Hartunian, Byron V., MD PC

Huggins, Gordon S., MD

Huntzberry, Shannon D., OD

Kids OT To Play

Kieff, David, MD, LLC

Kim, Jean J., MD

Kofos, Nicholas M., OD

Kublin, Jeffrey, OD, PC

Lagac, Paul A., MD

Lepore, Timothy, MD

Linehan, Cassandra Perry

Live Free Physical Therapy

Longwood Pediatrics

Lower Cape Podiatry

Lydon, Peter J., MD

MacKenzie, John H., OD

Macony, PC

Main Street Pediatrics

Malden EyeCare Clinic

Mathur, Manorama, MD

Maywald, Christop A., DC

Meadow Pediatrics

Medford Family Care

Medical Center of

Greater Mattapan

Melneskaya, Sophia, MD

Metro Eye Docs, LLC

Mian, Shaheen, MD

Miller, Jonathan A., DPM

Minimally Invasive Thoracic

Surgery Associates

Nashoba Vision Associates

Natov Medical Associates

Needham Pediatrics

Neighborhood Pediatrics

Neponset Valley Orthopedic

Neurology Consultants of

Cape Cod

New England Comprehensive

Foot & Ankle Group

New England Hospitalists

Associates

New England Pain Associates

North Atlantic Podiatry

North Shore Cataract and

Laser Center

Northampton Physical

Therapy Clinic, Inc.

Northern Berkshire Pediatric, LLC

NorthStar Medical Associates

Nwosu, Nkemakolem A., PT

Orelowitz, Ilana, OD

Pachas, William N., MD

Performance Lifestyles

Perpetual Health Clinic

Pilicy, Elizabeth H., DC

Pioneer Valley ENT

Plymouth Bay Urology Specialists

Plymouth Pathology Associates

Pompeo, Roger, MD

Prattville Eye Associates

Pulmonary & Primary Care

Associates

Rennie, Robert P., OD

Retina Macula Eye Care

Rhode Island Hospital Pediatrics

Rice, Brian T., MD

Roy, Brenda N., MD

Sanghvi, Harshad V., MD

Shuttari, Mir, MD

Siegel, Lawrence D., OD, LLC

Singh, Kunwar, MD

South Leominster Family Practice

Spiri, Anthony S., DPM

Suburban Internal Medicine

Tang, Shaohun, MD

Taunton Walk-In Health Clinic

TenBroeke, John W., MD

Thomas, Darcy G., MD

Tim Dreher PT Associates

Train Boston Physical Therapy

Tupper, Sherri, MD LLC

Turo, Ann Marie, OT

USA Vein Clinics

Verrilli, Michael R., DO

Vineyard Audiology

Vineyard Complementary

Medicine, Inc

Vineyard Dermatology

Vineyard Pediatrics

Wayland Pediatrics

Plymouth Pathology Associates

Westfield Medical Corporation

Wheeler, Herbert, OD

Women & Infants Hospital

Dept. of Pediatrics

Women's Health Care Specialists