



Radiology Benefit Manager Program

The following information applies to providers ordering or performing radiology services. Over the past several years, high-technology imaging utilization has increased at a rapid pace. High-technology imaging is the fastest growing health-care physician expenditure, accounting for 10-15% of payments. National trends point to a rate of increase that surpasses that of healthcare pharmaceutical costs.

Santa Barbara Regional Health Authority's (SBRHA's) focus is on patient safety and appropriate utilization. To assist in management of high-technology imaging, we have partnered with **HealthHelp®**, a nationally accredited radiology management vendor. The focus of **HealthHelp®** is minimizing patients' exposure to unnecessary radiation and cost-effective, evidence-based utilization of imaging resources. Together we are creating a Radiology Benefit Management (RBM) program that will include high-tech imaging consultations (for non-emergency outpatient services only) and technical quality assessments for outpatient imaging facilities. The program will begin on **July 1, 2007**.

HealthHelp® will assist ordering physicians in selecting the best imaging procedures consistent with the highest quality of medical care. The program also assures members and their physicians that imaging facilities are safe. The program consists of the following:

- 1) **RadConsult®** involves consultation for use of the following outpatient imaging studies:
 - Positron Emission Tomography (PET)
 - Magnetic Resonance Imaging (MRI)
 - Magnetic Resonance Angiography (MRA)
 - Computed Tomography (CT)
 - Computed Tomography Angiography (CTA)
 - Nuclear Cardiology studies

This consultation review process will encourage the most appropriate test, based upon American College of Radiology (ACR) clinical guidelines. It is important to note that services ordered ***will not be denied*** through this program and physicians retain the ability to order the tests they deem appropriate.

Note: *Imaging studies performed in conjunction with emergency room services and inpatient hospitalization are **excluded** from the program.*

- 2) **RadSite®** involves data collection on the quality and safety of diagnostic imaging service facilities and their equipment. **HealthHelp®** will survey all SBRHA contracted facilities and physician offices that own, lease, or operate diagnostic imaging equipment.

SBRHA is organizing several workshops to educate providers on this new program. Trainings are specific to administrative staff, physicians, and imaging facilities. If you order or perform high-tech imaging services, it is important that you join us. Invitations have been mailed to all providers including the date, time, and location of each training. If you did not receive an invitation or have questions regarding the program, please contact the Provider Services Department at (805) 685-9525, ext 237.



Holiday Closure

The Authority will be closed on Wednesday, July 4th, in observance of Independence Day.

In This Issue . . .

- Radiology Benefit Manager Program
- San Luis Obispo (SLO) Medical Administration Delayed
- Specialty Pharmacy Program
- Claims Corner: Fluoride Varnish Benefit, Paper Claim Forms, and Claim Submission Tips
- Holiday Closure

CLAIMS

OCRNER

ATTENTION MEDICAL AND OUTPATIENT PROVIDERS:

Fluoride Varnish Benefit



Fluoride Varnish is a **NEW** Benefit for ALL SBRHA Programs retroactively effective January 1, 2007. HCPCS code D1203 (topical application of fluoride [prophylaxis not included], child) is now an SBRHA benefit for children under 6 years of age and up to three times in a 12-month period. Medical providers who routinely see pregnant women and young children offer hope for preventing and controlling tooth decay through the application of fluoride varnish. Physicians, nurses, and medical personnel are legally permitted to apply fluoride varnish when the attending physician delegates the procedure and establishes a protocol.

Information about fluoride varnish application and how to order materials can be found at the website: www.first5oralhealth.org. More information can be found at www.medi-cal.ca.gov. See the Dental section of the Medical or Outpatient Medi-Cal Provider Manual. If you have any questions, please contact your SBRHA Claims Representative for further assistance at (805) 685-9525.

When to Use Paper Claim Forms

It is best to bill paper claims, instead of electronic forms, when:

A Member has other health coverage. Providers must attach a copy of the Explanation of Benefits (EOB) to the claim form. Make sure to include a Reason Code description.

A Claim is denied by Medicare. Providers must attach a copy of the Medicare EOMB including the reason for the Medicare denial to the claim form.

A Service that is billed requires documentation that cannot be submitted electronically. Examples include, but are not limited to, the following:

- Medical reports
- Sterilization consent forms
- Medical justification for services exceeding service limits
- Procedures defined as "unlisted" (may include medicine, lab, x-ray, or surgical procedures)

Claim Submission Tips

To prevent delay and/or inaccurate claims data captured during the OCR process:

- Do NOT enter more than six (6) claim lines on a claim form
- Do NOT handwrite claim information
- Use ARIAL font

If you have any questions regarding the claims corner, please contact your SBRHA Claims Representative at (805) 685-9525.

San Luis Obispo (SLO) Medi-Cal Administration Delayed

SBRHA was recently notified by the State of California that the transition in administration of the Medi-Cal program in San Luis Obispo County has been delayed until **March 1, 2008**. SBRHA was prepared for the transition effective January 1, 2008 and will continue to contract with providers in the area. All current processes for Medi-Cal in San Luis Obispo County will continue via EDS until SBRHA takes over the administration of the program effective March 1, 2008.

Specialty Pharmacy Program

Effective July 1, 2007, SBRHA will implement a new Specialty Pharmacy Program. This program will cover injectable medications used to treat chronic diseases. SBRHA has chosen **McKesson Specialty®** as the vendor for this Specialty Pharmacy Program. Prescribing physicians will be contacted directly by McKesson or SBRHA to review any new processes. Medications for the following conditions or Therapeutic Classes will be covered under the Specialty Pharmacy Program:

- Multiple Sclerosis
- Rheumatoid Arthritis
- Hepatitis C
- RSV (Synagis®)
- Growth Hormone Deficiency
- Psoriasis
- Antisera
- Hemophilia

For questions regarding the new program under SBRHA's pharmacy benefit, please contact our Pharmacy Department at (805) 685-9525, ext 213.

The Provider Bulletin is produced as a timely supplemental information service for provider office staff and is published monthly by the Provider Services Department. Questions and/or suggestions for articles may be made to Suzzi Tyler (suzzi@sbrha.org), Marina Gordon (marina@sbrha.org), Faith Reeves (faith@sbrha.org), Jennifer Fraser (jennifer@sbrha.org), Theresa Merkle (theresa@sbrha.org), or Pam Benamou (pam.benamou@sbrha.org) at 110 Castilian Drive, Goleta, CA 93117-3028, or by calling 805/685-9525 or 800/421-2560, extension 237.