

Provider Bulletin



December 2007

Volume 11, Issue 4

The Alliance Announces a New Provider Services Director



Rachael Nava and Anna Berens

After twelve years of service, Ms. Anna Berens, the Alliance's Provider Services Director, announced her plans to transition to a new life in Southern California. While her last day was in early November, Anna continues to support the work of the Alliance in a consulting role. During her many years with the Alliance, Anna successfully developed long-term partnerships with hospital and physician providers and showed her dedication to increasing local provider satisfaction and participation through excellent customer service and advocacy. We wish Anna well and know that she will be missed by all who have had the opportunity to work with her.

After recruitment for the PS Director position over several months, we have found the best candidate in our own Business Development Director, Rachael Nava. Rachael will be expanding her duties as Business Development Director to include directing the Provider Services department. I see this change as good for Provider Services since we will have Rachael's talented leadership in the Provider Services' Director role, and good for Business Development since provider factors are often the main feasibility determinant in our new ventures. Rachael directed the development and implementation of both the Alliance's Healthy Kids program and Alliance Care IHSS plan and is well versed in provider relations. I believe the merger of Provider Services with Business Development will better serve our Provider community and the Alliance's stakeholders in general.

Rachael joined the Alliance in 2004 to work on the health plan's strategic business opportunities. She has worked in the health care sector in the Monterey Bay region for several years. She previously served as Program Manager for Healthy Kids of Santa Cruz County and was the Associate Executive Director of Dientes Community Dental Care, a non-profit safety net FQHC clinic. Prior to her work at Dientes, she worked in the biotechnology field in the area of cancer and AIDS research. Rachael is a graduate of UCSC and has a Bachelor's degree in Biology.

I know that Rachael is eager to begin working with you. I ask that you continue collaborating with our Provider Services team and Rachael to ensure that you, and our plan members, are well served.

Regards,

Alan McKay
Executive Director

Best wishes for a prosperous and healthy 2008, from all of us at the Alliance!

Claims Reminders

Paper Claims - General Reminders

- ✓ An original signature is required on all paper claims. The signature must be written, not printed or stamped.
- ✓ Do not staple your paper claims as it delays processing time.
- ✓ Before submitting your paper claims, remove side perforations. Using side perforations delays claim processing time.
- ✓ Please use only black ink when completing your claim form or marking on documentation attached to the claim.
- ✓ Please do **NOT** use a highlighter on attachments.

Tips to Avoid Privacy Breaches

Protect the health information of members during the paper claim billing process.

The California Department of Health Services (CDHS) and the Alliance recognize the importance of protecting the health information of recipients. The Alliance uses Optical Character Recognition (OCR) equipment to scan all submitted paper billing forms. Accuracy, completeness and clarity are important to ensure that the information is read correctly. Information may be corrected manually, which results in processing delays and also presents the chance of a privacy breach.

To avoid protected health information being sent to the wrong providers, thus resulting in health care privacy breaches, please adhere to the following guidelines when submitting paper billing forms:

- ✓ Avoid printing claim forms using a dot matrix printer. Dot matrix print is not clear and may be misread by the OCR equipment. Laser printers are strongly recommended.
- ✓ Frequently change the ink cartridges on the printer to avoid light ink. Light printing is not legible and may be misread by the OCR equipment.
- ✓ Use black film-type or high-quality ribbons and change them regularly to ensure that a clear distinct character is printed.

- ✓ Whenever possible, type all information. Use 10-point font or larger (not to exceed the size of the field). The OCR equipment can only scan typed or computer-printed forms. **Do not use** script or italic font.
- ✓ Handwritten forms should be printed neatly and accurately using **black** ballpoint pen only. All requirements pertaining to typed forms, such as entering data within the text space, apply to handwritten forms.
- ✓ Type only in areas of the form designated as fields. Be sure the data falls completely within the text space and is properly aligned.
- ✓ Verify that the billing provider number and member identification numbers are correct.
- ✓ Be sure to get your **NPI numbers** listed with the Alliance and include your NPI on all claims.

Providers are encouraged to explore the many benefits of electronic claims submission, which expedites processing and minimizes errors.

If you bill electronically:

- ✓ Be sure appropriate remarks are used when needed for claims processing.
- ✓ If the patient is seen in the office or ER twice on the same day, mark the claim with first or second visit and the time of the visits. This will prevent your claim from being denied as a duplicate claim.
- ✓ If the patient had two procedures done on the same day, remark that two procedures were done.

If you outsource your billing to another area or state, be sure that the billing office has all information required to bill the Alliance; our guidelines and procedure codes are different than those used by commercial or private insurance.

Please call 831-430-5540 if you have any questions or if you would like to schedule a meeting to discuss these issues in-depth. Thank you for providing our members with the best care possible!

Please join us in congratulating these providers who scored above the 90th percentile for one or more HEDIS measures for the year 2007.

Acacia Family Medical Group
 Vilma Aguas, MD
 Alisal Health Center
 Christa M. Balch, MD
 Francis Bayaca, MD
 Baskerville, Bennett, Block & Liu, MDs, A Medical Corp.
 Big Sur Health Center
 Edgar H. Castellanos, MD
 CHW Medical Foundation
 Family Practice; Pediatrics
 Clinica De Salud Del Valle De Salinas
 Castroville; Greenfield; King City; Salinas – Circle Dr.; Salinas – Sanborn Rd.; Soledad
 Clinica Del Valle Del Pajaro
 Dominican Pediatric Clinic
 Arthur Dover, MD
 Family Doctors of Santa Cruz
 George Mee Memorial Outpatient Clinic
 Greenfield; King City

Gonzales Medical Group
 Steven W. Harrison, MD
 Health Clinic at Marina
 Carmen Hsu, MD
 Maryam Jalali, MD
 Daniel Jardini, MD
 Laurel Family Practice
 Laurel Internal Medicine
 Laurel Pediatrics
 Melissa Z. Lopez-Bermejo, MD
 Ariel Martinez, MD
 Monterey Peninsula Pediatric Medical Group
 Barry Norris, MD
 Jose M. Pauda, MD
 Pediatric & Adolescent Medical Assoc. of the Pacific Coast
 Pediatric Medical Group of Watsonville
 Planned Parenthood
 Watsonville; Westside
 Madhu Raghavan, MD

Elias Rodriguez, MD
 Romie Lane Pediatrics
 Marylou Romo-Gritzewsky, MD
 Salinas Pediatric Medical Group
 Salud Para La Gente
 Santa Cruz County Health Clinic
 Santa Cruz; Watsonville
 Santa Cruz Medical Foundation
 Santa Cruz Women’s Health Center
 Scotts Valley Medical Clinic
 Seaside Family Health Clinic
 Thomas Silverman, MD
 Josefa Simkin, MD
 Michelle Simon, MD
 Steven C. Smith, MD
 Soledad Medical Clinic
 Jeffrey Solinas, MD
 David Stark, MD
 Michael Suval, DO
 Roberto C. Tongson, MD
 Valle Verde Medical Group
 Robert Weber, MD

Formulary Changes - October 2007

Formulary Deletions:

All brand-name nasal steroids, except Nasonex (for children under 6 years old only), will no longer be on the Alliance formulary. A TAR is not required for children 5 years old or younger for Nasonex. At this time, only the two available generic nasal steroids, fluticasone (Flonase) and flunisolide (Nasarel), will be available without a TAR for new starts for anyone over 5 years old.

New CHDP PM 160 Forms

Can providers still use the old forms?

The Alliance is still accepting the old forms at this time. Once you do begin using the new Version 8 forms, you must include all of the information listed

below or the claim will be returned to you. If you do not yet have your NPI, write your 9-character provider number in the 10-character Provider Number field (begin entering from first box on left). If you need to order new forms, call the CHDP office at 831-755-5550. Orders may take up to four weeks.

What’s different about the new forms?

- ✓ New Version 8 (upper right corner)
- ✓ New box to enter BMI%
- ✓ New 2-digit field for Place of Service (codes found on back of PM 160)
- ✓ Provider Number field expanded to 10 spaces to accommodate NPI
- ✓ “Provider of Service” changed to “Service Location” (must include complete address)
- ✓ “ICD-9 Codes” field changed to “Diagnosis Codes” (for new ICD-9-CM codes)

New Medi-Cal Requirements for U.S. Citizens: Proof of Citizenship and Identity Documentation

A new federal law, part of the federal Deficit Reduction Act of 2005 (DRA), requires all Medi-Cal applicants and recipients who are U.S. citizens or nationals to provide proof of citizenship and identity when applying for or renewing Medi-Cal eligibility.

How does the new law impact those who are undocumented ?

The new rules do not impact undocumented individuals.

Who is exempt from the new documentation requirement?

Individuals who are not U.S. citizens; those receiving Supplemental Security Income (SSI); individuals who have both Medicare and Medi-Cal; CalWORKs recipients; children in foster care or adoption assistance; deemed eligible infants who are born in the U.S.; and children applying for confidential minor consent service benefits only. Others exempt from the law include people receiving Social Security Disability Insurance (SSDI) and Social Security Retirement and Survivors Insurance (RSI – title II).

What documents will be acceptable proof of citizenship and identity?

One of the following documents will provide proof of *both* citizenship and identity: a U.S. Passport issued without limitation (expired ones are acceptable), Certificate of Naturalization, or Certificate of U.S. Citizenship.

If someone doesn't have one of the documents listed above, he/she must provide two documents: one citizenship document (such as a U.S. birth certificate) *and* one identity document (such as a driver's license issued by a U.S. state).

Will a photocopy of a document be acceptable?

No. Federal rules require that an original or certified copy be provided.

What if people do not have acceptable documentation?

New Medi-Cal applicants can submit applications even before all required documents have been obtained. They can receive limited-scope benefits (pregnancy and emergency services only) until proof is provided. If proof is provided within 1 year of the application date, they will receive full-scope Medi-Cal benefits retroactive back to the date of application.

Current Medi-Cal recipients should turn in their renewal packet even if they don't have all the documents at that time. They will continue to receive full-scope benefits as long as they still meet eligibility requirements and continue to make a reasonable effort to provide the required documents. If they don't make a reasonable effort to get the documents or are unable to obtain them, their benefits will change from full-scope to limited-scope.

How will people find out about this new federal requirement?

The state has begun mailing notices to current Medi-Cal beneficiaries. Information about the new law will also be included in their annual renewal packets. Information about the requirement will be available at Medi-Cal offices for new applicants.

When will the new documentation requirements go into effect?

The implementation date for new applicants and those renewing their Medi-Cal eligibility will be December 2007 in Santa Cruz County, and January 2008 in Monterey County.

Who can my Medi-Cal patients call if they have questions about this?

Santa Cruz County – Benefits Call Center: 1-888-421-8080.

Monterey County – Salinas Medi-Cal office: 831-755-8500; Seaside Medi-Cal office: 831-899-8001; King City Medi-Cal office: 831-385-7400.





Chronic Disease Case Manager

Meet Ivonne Munoz, our new Alliance Chronic Disease Case Manager!

Our Board created this position in 2005 to assist providers with case

management of members with asthma and diabetes. The objective is to improve long-term outcomes through better disease management.

Ivonne is identifying members through claims, referrals, and emergency room visits. Members receive a bi-annual mailing offering self-management suggestions and tools. In addition, Ivonne contacts higher risk members by telephone.

She encourages members to:

- Visit their primary care provider
- Become more active in self-management of their condition
- Attend asthma or diabetes management education

Ivonne also calls provider offices to assist members with follow-up appointments for asthma or diabetes. Ivonne works closely with community agencies such as the Breathe California Central Coast (formerly the American Lung Association) to make sure that members access appropriate resources. Your office may be hearing from Ivonne soon!

For more information, contact Ivonne Munoz at 831-430-5575.

Exercise & Fitness Referrals

You tell your patients that being physically active is a vital part of staying healthy, managing weight, and preventing chronic disease. But you also know that your low-income patients cannot afford to join gyms or take expensive classes.

The Alliance can help. We offer referrals to free and low-cost exercise opportunities throughout the region. There are options for all ages and abilities. Choices include classes, walking groups, and YMCA partial scholarships. While supplies last, members can also choose a **free pedometer** for walking or the **free video** "Have Fun and Be Active," which encourages families to choose a healthy, active lifestyle.

Please tell your patients to call the Alliance health educator at 1-800-700-3874 x 5580.

December 2007

Cultural Crossroads

Tips and resources to help you communicate better with Alliance members



Free Books

Provider Handbooks on Culturally Competent Care

Kaiser Permanente has produced an excellent series of books to help providers increase cultural sensitivity and improve clinical practice. Each book covers a different community: African

American, Asian/Pacific Islander, Latino, LGBT, or Individuals with Disabilities.

The handbooks describe health risks, beliefs and practices common in each population and provide advice on relevant areas for clinical focus. Call us at 831-430-5580 to request your free copies.

Page #	In This Issue
1	The Alliance Announces a New Provider Services Director
2	Claims Reminders
3	HEDIS Awards
3	Formulary Changes – October 2007
3	New CHDP PM 160 Forms
4	New Medi-Cal Requirements for US Citizens: Proof of Citizenship and Identity Documentation
Insert	Health Programs Update Chronic Disease Case Manager Exercise & Fitness Referrals
Insert	Cultural Crossroads Free Books - Provider Handbooks on Culturally Competent Care

Changing your address, Medi-Cal # or Tax ID #?
Please let us know as soon as possible to prevent a delay in payment. If your Tax ID changes, please submit a completed W-9 to the Provider Services Department.

Upcoming Meetings

Managed Medical Care Commission Meeting

January 23, 2008 February 27, 2008

March 26, 2008

All Managed Medical Care Commission meetings are open to the public. Contact Adrienne Goldsworth at 831-430-5602 for meeting location or cancellation information.

Physicians Advisory Group

TBD, Green Valley Grill, 6:30 pm – 8:30 pm

Quality Management Group

TBD, Green Valley Grill

Santa Cruz County Member Services Advisory Group

February 2008 Day TBD, Location: TBD, 10 am-12 pm

Monterey County Member Services Advisory Group

March 2008 - Day TBD, Alliance Salinas Office;
12 pm-1:30 pm

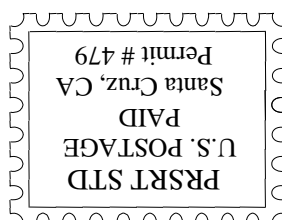
Alliance Holiday Office Hours – Central Coast Alliance for health will be closed to observe the following holidays:

Christmas - December 24 and 25, 2008

New Year's Day - January 1, 2008

Martin Luther King Day - January 21, 2008

President's Day - February 18, 2008



1600 Green Hills Road, Suite 101
Scotts Valley, CA 95066-4981

FOR HEALTH
ALLIANCE
 CENTRAL COAST

