Some BlueCross® BlueShield® of South Carolina Employees Eligible for Discounts on Medications, Office Visits

To help our employees and their families manage chronic conditions and stay as healthy as possible, BlueCross and BlueChoice® HealthPlan have launched an incentive program that includes discounts on medications and doctor’s visits.

The new program, “My Health Matters,” began July 1, 2013. It is designed for BlueCross employees and their family members who have heart disease, high cholesterol and/or diabetes, and have primary coverage under BlueCross or BlueChoice® health plans.

The program waives copayments for primary care visits for members with BlueChoice HealthPlan HMO, BlueChoice HealthPlan Open Access and BlueCross plans. Copayments for relevant specialist visits are reduced. Employees with consumer-driven health plans receive a $100 deposit into their health savings accounts.

Providers are notified of the waived copayments when verifying the employees’ benefits.

Employees eligible for the discounts can present the My Health Matters Checklist to their doctors to indicate participation in the program. Requirements for participants include:

• Visiting the doctor

• Enrolling in a condition management program

• Completing a personal health assessment

• Working with a health coach

For information about My Health Matters, contact Provider Education at provider.education@bcbssc.com or 803-264-4730. BlueCross employees with questions should call the customer service number on the back of their insurance cards.
New Policy for Telemedicine Services

BlueCross now covers some consultations provided via telemedicine, effective Aug. 1, 2013. Initially, we will limit them to the allopathic or osteopathic physicians in the specialties of stroke or vascular neurology, maternal-fetal medicine and psychiatry.

To be eligible, you must deliver the services via two-way, real-time, interactive, secured and HIPAA-compliant electronic audio and video telecommunication systems.

We will not cover:
• Telephone conversations
• Email messages
• Video cellphone interactions
• Facsimile transmissions
• Services provided by allied health professionals that are neither allopathic nor osteopathic physicians
• Internet-based audio-video communications that are not secure and HIPAA-compliant

You must meet certain criteria to conduct consultations via telemedicine. Complete the Telemedicine Services Application in the Forms section of SouthCarolinaBlues.com, and email it along with supporting documentation to provider.cert@bcbssc.com.

For more information, including filing instructions, please read CAM Policy 032.

Meet Our Team

Each month, we will introduce you to a member of our Provider Education/Relations team. This month, meet Ashlie Graves, the advocate for providers in the Upstate.

Ashlie has worked with BlueCross and BlueChoice for almost 11 years, with experience in Marketing and Provider Relations. She is a native of Columbia and received her bachelor’s degree in English from Johnson C. Smith University in Charlotte, N.C.

When she is not working, her hobbies include traveling, golf, bowling, spending time with her family and friends, and keeping up with her two dogs, Maxx and Dolce.

UPCOMING WEBINARS

Here is a list of our Provider Education live webinars slated for September and October. To participate, go the Provider section of SouthCarolinaBlues.com and complete the registration form on the Palmetto Provider University page.

BlueCross Medicare Advantage
Oct. 2, 9 a.m. and 2 p.m.
Oct. 16, 9 a.m. and 2 p.m.
Many of your patients are asking questions about health care reform and the coverage that will be available through BlueCross and the health insurance exchanges. One thing is certain ... many people will have choices to make as the health care reform law is implemented.

To help you and your patients better understand the changes, we have posted four informational videos on our online television channel. To access the videos, go online and visit ahealthysc.tv. Then, click on the “Health Care Reform” link and scroll to the bottom of the next page, where the videos are posted.

Each video is about five minutes long. We suggest watching them in order, beginning with the video titled, “Can I Keep My Health Plan?”

Type of Bill 033X to be Discontinued in October

Effective for home health episodes beginning on or after Oct. 1, 2013, we will no longer accept institutional claims submitted with Type of Bill (TOB) 033X. You should begin using the 032X TOB, which has been redefined to mean “Home Health Services Under a Plan of Treatment.”

The change, effective for all BlueCross and BlueChoice claims, is in compliance with National Uniform Billing Committee (NUBC) guidelines. The committee maintains the TOB code set that health care organizations use for institutional claims.

The NUBC simplified the codes by using a single code for all home health services provided under a home health plan of care.

If you have questions, please contact Provider Education at provider.education@bcbssc.com or 803-264-4730.
Specialty Pharmacy Name Change

CuraScript Specialty Pharmacy will change its name to Accredo, effective Nov. 11, 2013. CuraScript is an independent company that provides specialty pharmacy services on behalf of BlueCross and BlueChoice.

Your patients who previously received specialty drugs under the CuraScript name will begin to receive their drugs from Accredo.

Accredo will be the preferred specialty pharmacy for most BlueCross and BlueChoice HealthPlan members. This means that these members may be required to use Accredo for their oral and self-injectable medications. For drugs handled as buy-and-bill in your office, you have the option to purchase them from our preferred specialty pharmacy, but this is not required.

Neither you nor your patients have to do anything during the transition. You should continue to use your current referral and specialty pharmacy outreach processes. Care Continuum will continue to review prior authorization requests for drugs filled through Accredo. Care Continuum is an independent company that provides specialty pharmacy utilization management on behalf of BlueCross and BlueChoice.

The name change is a result of a merger of CuraScript Specialty Pharmacy and Accredo Health Group Inc.

If you have questions, please contact Provider Education at provider.education@bcbssc.com or 803-264-4730.