

Blue Advantage Insight Newsletter

June 2023



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Louisiana

Blue Advantage (HMO) | Blue Advantage (PPO)

Wellness Coupon Program

Our Annual Wellness Coupon Program encourages Blue Advantage members to receive their annual wellness checkups. This program provides members a personalized coupon based on past and often overlooked diagnoses. They then schedule a wellness visit and bring the coupon with them. These coupons can be an easy reference tool for primary care providers (PCPs) to see what diagnoses may be applicable to the member.

If a member comes in with one of these coupons, PCPs should review the diagnoses listed and add any additional codes that are applicable. Blue Advantage may ask PCPs to submit a corrected claim if diagnoses marked on the coupon are not billed on the claim.

PCPs receive a \$100 bonus for each completed coupon, in addition to their fee for services. Fax completed coupons to 1-844-843-9770. If a member has already had a wellness visit for the year, they can schedule a second visit to use their coupon. That second visit is at no cost to the member when the PCP performs and reports CPT® code G0438 or G0439 for the wellness visit.

Coupons are unique to each member, and only the individual coupon for that member will process. If a member loses their coupon or needs an extra copy, they may call 1-833-949-2788 to request another one. Coupons are also available through the Blue Advantage Provider Portal, using the Member Lookup tab on the left side of the home screen. There, you may search for the member using their Member ID. After selecting the member's profile, select "Download Wellness Coupon" and a PDF copy of the coupon will be generated. Please note that the member's PCP must associate with your group or this option will not be available.

2023 ANNUAL WELLNESS EXAM COUPON - DO NOT DISCARD

If you have any questions, please call 1-833-949-2788 (TTY 711), Monday - Friday from 8 a.m. to 5 p.m.



ATTENTION: Blue Advantage (HMO) | Blue Advantage (PPO) Member

Please take this coupon to your in-network Blue Advantage Primary Care Provider for an Annual Wellness exam AT NO CHARGE to you!

ATTENTION: HEALTHCARE PROVIDER & OFFICE MANAGER

Blue Advantage members have no deductibles, copays or coinsurance for this Annual Wellness exam. The following services (CPT codes) should be billed with the wellness ICD-10 Z00.00 or Z00.01 as primary, together with all other appropriate ICD-10 diagnosis codes including all of the diagnoses on the back of this page.

CODES TO BILL:

Annual Wellness Exam - G0439

AND THE FOLLOWING SCREENINGS:

85025 CBC	For diabetics, add the following:
80053 CMP	83030 HgbA1C
80061 Lipid panel	92043 Urine Microalbumin
81002 Urine Dip	Schedule an annual eye exam for retinopathy screening
93000 EKG if indicated (e.g., irregular heart rhythm)	For Females, consider the following:
82270 FOBT x 3 for patients	Mammogram and Pap Smear
G0328 iFOBT x 1	

Monitoring of chronic stable conditions, prescription refills and vaccinations may also be included in the examination.

Blue Cross and Blue Shield of Louisiana HMO offers Blue Advantage (HMO). Blue Cross and Blue Shield of Louisiana, an independent licensee of the Blue Cross Blue Shield Association, offers Blue Advantage (PPO).

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PROVIDER: PLEASE COMPLETE OTHER SIDE
Y0132 22-346 MKLA C



Wellness Visits Are a Good Time to Discuss Immunizations

Blue Advantage wants to remind primary care providers (PCPs) that adults need routine immunizations at certain ages and stages of life. Annual wellness visits provide an opportunity to help patients stay on top of them.

“It’s very important to have at least one visit a year with patients to stay on top of any shots they need, as well as any health screenings or tests,” said Blue Advantage Medical Director Dr. Jeremy Wigginton. “While getting vaccines is a routine part of checkups for very young children, we need immunizations throughout our lives to have the best protection from serious illnesses. You can help patients stick to the immunization schedule that’s best for them, depending on age and health history.”

Wellness visits are essential because in addition to immunizations, they also provide opportunities to monitor known issues and help spot problems early.



Talk to patients age 50 or older about getting a shingles vaccine. According to the CDC, an estimated one million cases of shingles occur every year in the United States. Older adults and people with compromised or suppressed immune systems are more likely to get hospitalized because of shingles.

The CDC also recommends adults 65 and older get pneumococcal vaccines, which protect against infections in the lungs and blood. Adults younger than 65 who have certain health conditions may need this vaccine earlier.

Adults need tetanus boosters throughout their lives and may need boosters for other vaccines they received during childhood, depending on their age, health and risk factors. Anyone planning to travel to other countries or who has certain job-related risks may need additional vaccines as well.

Are You Using Our Online Blue Advantage Resources?

Our Blue Advantage Resources page is available through our Provider Page (www.bcbsla.com/providers), then click Blue Advantage Resources at the bottom of the page. This page offers one source for Blue Advantage manuals and other reference materials, forms, past editions of this newsletter and more!

Update Your Blue Advantage Electronic Transactions

As of May 28, 2023, HIPAA 837 and 27x electronic transactions for Blue Advantage services are now managed by Blue Cross and Blue Shield of Louisiana. Blue Advantage is no longer using Change Healthcare for these services.

We are reminding all Blue Advantage providers to make the necessary changes outlined below to instead have these services processed through Blue Cross. **Electronic transactions submitted to Change Healthcare on or after July 15, 2023, will not be processed.**

Blue Advantage Electronic Exchanges

New Hostname	Use the Blue Cross SFTP application (MessageWay) server hostname mft.lhec.net .
New Batch File Naming Requirements	Submit all batch files with the first three positions of the file name as "BAM" for Blue Advantage. Not including these three-letters at the beginning of the file name will result in the claims routed incorrectly and rejected.
Payor ID	72107
Real time rules for 2100A Loop	Real Time requests must be submitted to the following URL: www.bcbsla.com/realtimesubmission/realtimesubmission.aspx . Trading partners must submit the 27x real-time transactions using the following rules for the 2100A loop in the 270/276 request: <ul style="list-style-type: none"> • NM101 = PR • NM103 = BAM • NM108 = PI • NM109 = 72107
ISA06-Interchange Sender ID/Trading Partner ID	ISA06 is the Trading Partner number assigned by Blue Cross. ISA06 field is a fixed length requiring 15 positions and must be left justified. ISA06 must be identical to GS02.
ISA08-Interchange Receiver ID/BCBSLA	ISA08 must be BCBSLA001. The field is fixed length requiring 15 positions and must be left justified.
No Runout Period	Electronic transactions submitted to Change Healthcare on and after July 15, 2023, will not be processed.

More information can be found in the *Blue Advantage Administrative Manual's* Claims and Billing Guidelines section, available online at www.bcbsla.com/providers, click "BA Resources" at the bottom of the page, then "Manuals." If you have any questions about these changes, please contact your Provider Relations representative or send an email to provider.relations@bcbsla.com. Technical questions can be emailed to EDIservices@bcbsla.com.

Help Members Beat the Heat as Summer Approaches

Summer is rolling in and temperatures are rising. Last year saw record highs in many parts of the country, including Louisiana. With that in mind, Blue Advantage is encouraging providers to discuss the risks from high heat and sun exposure with patients.



“We know high temperatures are a part of life in Louisiana in the summertime,” said Dr. Jeremy Wigginton, Blue Advantage medical director. “But it’s important to remember that hundreds of people die every year from heat-related causes. Patients need to be aware of the risks and take steps to protect themselves and their families.”

Encourage patients to be aware of the temperature and take precautions as needed. Teach them to spot symptoms like dizziness, nausea or vomiting, heavy sweating, rapid pulse or extremely hot skin.

“They need to get to a cool area and seek medical attention immediately,” Wigginton said. “This is particularly important to watch for in older adults and very young children, who may not be able to feel and respond to overheating as quickly.”

Here are some tips for patients to beat the heat the healthy way:

- Plan outdoor activities like exercising, yard work or gardening in early mornings or evenings, when temperatures are lower.
- Drink lots of water, even if they do not feel thirsty, to stay hydrated.
- Wear loose-fitting, light-colored clothing.
- If they will be outdoors, take frequent breaks indoors or in the shade, and use a buddy system so no one is outdoors alone for long periods.

Help Members Beat the Heat as Summer Approaches (continued from Page 5)

Additionally, remind them of the importance of protecting skin from sun exposure. According to the U.S. Centers for Disease Control & Prevention (CDC), too much exposure to ultraviolet rays causes most cases of melanoma, the deadliest type of skin cancer. Remind patients to lower risks by:

- Applying sunscreen with a high enough SPF content to protect your face and body whenever you're outdoors, even on cloudy or overcast days. If they have a family or personal history of skin cancer, use a higher SPF.
- Reapplying sunscreen as often as needed per the directions on the label for the best protection, especially after swimming, being in water or sweating.
- Wearing sunglasses to protect their eyes whenever outdoors.
- Putting on baggy, long-sleeved, lightweight clothing to cover skin.
- Using hats with wide brims to protect the head, scalp and neck from sun exposure.

"The scalp is very susceptible to sun exposure, and sunburns in this area often lead to skin cancer in older adults," Dr. Wigginton said. "Hair is not enough covering to protect the head and neck from sunburn, so take extra precautions."



Blue Advantage PCP Incentives: Rewarding Quality Care

Incentives are available to all PCPs in the Blue Advantage network. Our new Blue Advantage PCP Incentives Webinar, scheduled for Wednesday, July 12, 2023, will offer PCPs education on our Wellness Coupon and Star Ratings Programs. Members of our Provider Relations, Value Programs and our Pharmacy Value Programs teams will be in attendance as well to answer any questions.

In the past, we've held a webinar to focus on our Wellness Coupon Program. This new webinar will focus on additional incentives for PCPs and our other quality programs.

Specific topics include:

- Importance of Primary Care
- Overview of Available Incentives
- Wellness Coupon Overview
- Star Report Overview
- Medical & Pharmacy Star Measures

Registration for this webinar, as well as our other provider webinars, is available through our Provider Communications Weekly Digest emails that go out every Thursday. Once you register, you will receive a confirmation email on how to join the webinar. If you are not receiving these emails, contact Provider Relations at provider.relations@bcbsla.com.

Missed any of our webinars?

You can find all past workshop and webinars online at www.bcbsla.com/providers, click on "Go to BA Resources" at the bottom of the page, then click "Webinars and Workshops." You may also find these in the Blue Advantage Provider Portal, under Resources.

Discussing Medication Adherence Benefits Members

Medication-taking behavior is complex and influenced by many factors. Studies have shown approximately 50% of patients do not take medications as prescribed.

Non-adherence can lead to:

- Unnecessary hospitalization and emergency room visits
- Increased costs to patients and health care systems
- Poor health outcomes
- Unnecessary work on the part of the practice during the visit

Providers can play a role in improving medication adherence by understanding barriers to adherence and using patient-centered strategies to overcome those barriers.

(story continues on Page 8)

Discussing Medication Adherence Benefits Members (continued from Page 7)

Tips and Best Practices to Improve Medication Adherence:

1. Encourage 90-day supplies and automatic refills. Evidence shows filling medications for a 90-day supply increases adherence rates. Adding automatic refills to 90-day supplies further increases adherence rates.
2. Review medications. Develop a routine process to assess medication adherence. At every visit, go over all the medications your patients take. Give patients an updated medication list at the end of each visit.
3. Check for understanding. Make sure patients understand why you are prescribing each medication and the time it takes to see results. Provide clear explanations; what the medications are, what they do, how to take them and how to manage any potential side effects. Avoid using medical jargon; instead of saying, "This medication will treat your hypertension," say, "Try this medication for high blood pressure."
4. Create a shame- and blame-free space. Some patients may have good reasons for not taking their medications and should feel comfortable discussing it without judgement. Be careful of your language. Instead of asking why a patient is not taking the medication say, "I am curious what happens when you take this medication."
5. Consider underlying conditions. For example, patients with depression may struggle to take their medications as prescribed, so consider treating depression first.
6. Involve the patient. When involved in medication decisions, patients are more likely to adhere to their treatment plan. Offer options and choices to patients before starting a new medication.
7. Discuss barriers to adherence. Talk obstacles to taking their medications and develop a personalized approach for each patient. Common barriers include the following:
 - **Affordability:** Cost can be a major barrier to medication adherence. If patients cannot afford a medication, they may ration to extend their supply or not fill it in the first place. Prescribe generics and lower-tier medications when possible.
 - **Transportation:** Patients may have difficulty getting to the pharmacy. Suggest using Express Scripts home delivery with automatic refills. Or, ask if their caregivers or family members can help.
 - **Fear:** Some patients may fear potential side effects based on a prior experience with the same medication, a different one or a story from a friend or family member.
 - **Time Management:** For patients with issues remembering to refill a prescription, suggest automatic refills and pharmacy refill reminders. If they have problems remembering to take their medicine, suggest reminders like pill boxes and cell phone alarms, and consider simplifying the regimen if possible.



Who Do I Contact if I Have Questions?

For claims status, member eligibility, benefit verification and care management inquiries that cannot be resolved through the Blue Advantage Provider Portal, contact Blue Advantage Customer Service at 1-866-508-7145.

For questions specific to the Blue Advantage quality program, contact your Provider Relations representative or send an email to provider.relations@bcbsla.com.



If you are not receiving our communications,
you may need to update your contact
information...

Do We Have Your Current Contact Information?

Use the Provider Update Request Form to submit updates or corrections to your practice information. The form is available online at www.bcbsla.com/providers > Resources > Forms.



View this newsletter online at www.bcbsla.com/ilinkblue, then click on “Blue Advantage” under Other Sites.

Blue Advantage Insight

Blue Advantage Insight is a publication to keep our network providers informed on the latest Blue Advantage news. We encourage you to share this newsletter with your staff.

The content in this newsletter is for informational purposes only. Diagnosis, treatment recommendations and the provision of medical care services for Blue Advantage members are the responsibilities of health care professionals and facility providers.

What's on the Provider Portal

www.bcbsla.com/ilinkblue > Blue Advantage

- Member Eligibility
- Claims Inquiry
- Authorization Inquiry
- Forms
- Help Documents
- Helpful Links
- Updated Manual
- Updated Quick Reference Guide

Blue Advantage Resources

Visit the Blue Advantage Resources page to view reference materials, forms, past webinar and workshop slides, plus copies of this newsletter. Go to www.bcbsla.com/providers, then click “Go To BA Resources” at the bottom of the page.

Important Contact Information

Authorizations (including Case and Medical Management)

1-866-508-7145, choose option 3, then option 3

Behavioral Health

1-866-508-7145, choose option 3, then option 3

Blue Advantage Customer Service

1-866-508-7145

customerservice@blueadvantage.bcbsla.com

Blue Advantage Provider Portal

1-866-508-7145, choose option 3, then option 2

Provider Credentialing & Data Management

1-800-716-2299, option 2 (provider record information) PCDMstatus@bcbsla.com

Pharmacy

1-800-935-6103/TTY:711

For additional contact information on Blue Advantage services, please refer to our Provider Quick Reference Guide found on the Blue Advantage Provider Portal.

**Please share this newsletter with your office staff.
This and past newsletters are available on the Blue Advantage Provider Portal
(www.bcbsla.com/ilinkblue > Blue Advantage).**