

Bluegrass Family Health

1st Quarter 2011

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Special Delivery Maternity Program

The Special Delivery Maternity program is a voluntary program for members of Bluegrass Family Health (BFH). This program is education based and is not a substitute for the care provided by the member's obstetrician or care provider. Members receive a pregnancy handbook by American Congress of Obstetricians and Gynecologists (ACOG) and customized materials based on the needs of the mother-to-be. Members also have access to a BFH RN Maternal Health Case Manager as an additional resource.

As a reminder, **all** providers of maternity services are required to submit notification of member pregnancy per the 2011 precertification list. The notification form can be found on the BFH website, www.bgfh.com, on the provider homepage. Providers may also contact BFH's Healthcare Operations department or their Provider Services Representative at 859-269-4475 or 1-800-787-2680 to request a form.

New Arrangements for Mental Health & Substance Abuse Services

Effective January 1, 2011, Bluegrass Family Health (BFH) began using OptumHealthSM Behavioral Solutions¹ (Optum) provider network, claims and case management services, and no longer utilizes the services of Behavioral Medicine Network (BMN).

All claims for BFH members from dates of service January 1, 2011 or later will need to be submitted to the following address and payments will be based on your agreed-upon rates with Optum:

OptumHealth Behavioral Solutions
P O Box 30757
Salt Lake City, UT 84130-0757

In addition, please note that the following Mental Health services are required to be reviewed for medical necessity by Optum:

- Outpatient Electro-Convulsive Treatment
- Psychological testing
- Extended outpatient treatment visits beyond 45-50 minutes in duration with or without medical management
- Applied Behavioral Analysis (ABA) for the treatment of Autism

You may contact Optum at 877-369-2201, with further information available at www.ubhonline.com.

¹ OptumHealth Behavioral Solutions is a service mark of United Behavioral Health

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651 Perimeter Dr.
Suite 300
Lexington, KY 40517

Nashville Office
2630 Elm Hill Pike
Suite 110
Nashville, TN 37214

Federal Healthcare Reform, One Year Later...

It has now been more than a year since President Obama signed into law the Patient Protection and Affordable Care Act (PPACA) on March 23, 2010. During this first year of reform we have seen hundreds of thousands of pages of new rules and new regulations pertaining to health insurance reform.

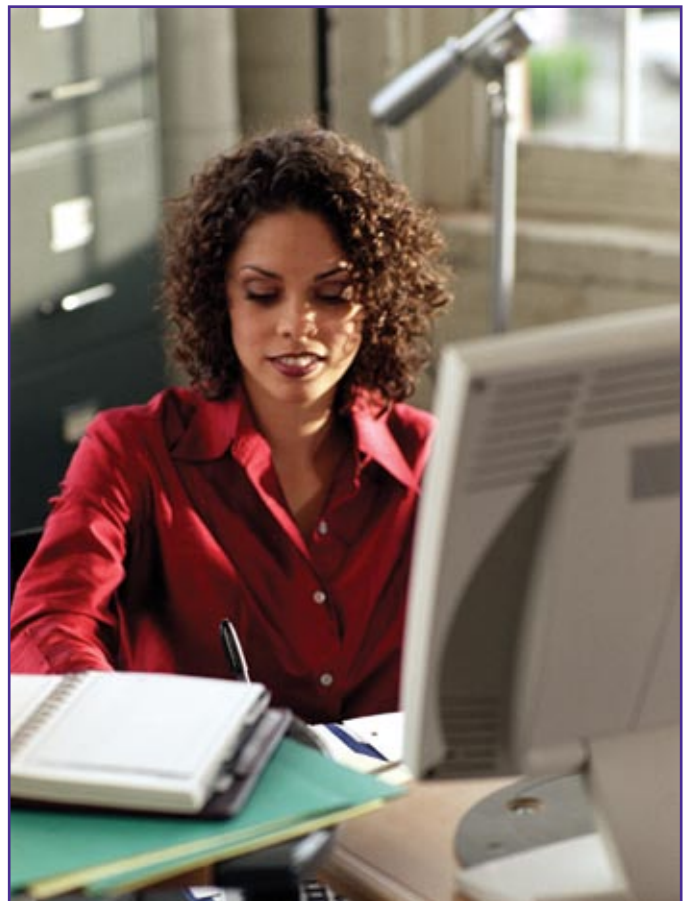
The new federal changes included some requirements that were already in effect under applicable state law. For example, even prior to healthcare reform, we already provided coverage for emergency services rendered at an out-of-network facility the same as in-network and without requiring prior authorization. Additionally, under applicable state law, pediatricians and OB/GYNs are classified as Primary Care Physicians and can be seen without requiring an authorization or referral. Therefore, these provisions were already administered by Bluegrass Family Health and no changes were required.

Many of the new federal provisions were also already in effect in part under applicable state law, but those state laws now need updating in order to comply with federal healthcare reform provisions. For example, new regulatory guidelines have been federally established for internal appeals and external review processes. Federal reform also expanded dependent coverage for adult children up to 26 years of age. Another revision required at the state level is the processes insurers must take to develop and file new rates with the applicable state Departments of Insurance. This new rate review process requires health insurance issuers to provide the Cabinet for Health and Human Services (HHS) and applicable states with a Preliminary Justification for rate increases greater than 10%. The new federal law also prohibits insurers from rescinding coverage, except for fraud or intentional misrepresentation of material fact. Changes in applicable state law can be expected within a couple of years in order to mirror the federal requirements.

In addition, healthcare reform also established some new prohibitions on insurers, not previously required under applicable state law. Under federal law, insurers are now prohibited from denying coverage to children (under 19 years of age) with pre-existing conditions, requiring any cost-sharing obligations for specified preventive services, and imposing lifetime benefit limits. Insurers are also restricted on the annual limitations that may be

imposed on essential benefits. While the specifics of what is to be considered an essential benefit under healthcare reform is yet to be determined, the reform law did provide general categories that are to be included. These categories include ambulatory patient services, emergency services, hospitalization, maternity and newborn care, mental health and substance use disorder services, prescription drugs, rehabilitative and habilitative services and devices, laboratory services, preventive and wellness services (including chronic disease management), and pediatric services (including oral and vision care).

Thousands of more pages of rules and regulations are expected as more healthcare reform provisions are implemented. Bluegrass Family Health continues to stay abreast of updates, new rules, and new regulations provided by HHS and other federal and state regulatory agencies. We strive to keep you informed of any new developments that may impact your relationship with us.



Pharmacy Corner

Change in Pharmacy Benefit Manager (PBM)

Effective July 1, 2011, Bluegrass Family Health will be partnering with Express Scripts – one of North America's largest pharmacy benefit managers, to manage pharmacy benefits. At a time when prescription costs are rising, Express Scripts provides affordable prescription drug plans to more than 50 million Americans.

Expect convenience, safety and savings

Express Scripts offers:

- **Fast and reliable service** – Using the most advanced methods available to process prescription drug claims.
- **Home Delivery** – The Express Scripts Pharmacy sends prescriptions right to the member's front door.
- **Easy access** – Express Scripts offers a large network of participating pharmacies.
- **Lower prescription costs** – Our prescription plans help reduce expenses.
- **Ways to improve the quality of life** – We sponsor clinical programs to educate people about prescription drugs, creating well-informed consumers.

Suboxone® Requires Prior Authorization Effective April 1, 2011

In efforts to improve outcomes for member's with opioid dependence, Bluegrass Family Health (BFH) will begin implementing coverage guidelines for Suboxone® (buprenorphine/naloxone) effective April 1, 2011.

Coverage criteria will require documentation of member participation in a psychosocial support program including counseling, substance-abuse specific support, or the incorporation of treatment planning, relapse prevention, coping skills, and positive lifestyle adjustments. Reasonable and objective treatment goals must be documented and will be considered when establishing parameters for duration of coverage.

In addition to the prior authorization requirement, BFH is partnering with OptumHealth Behavioral Solutions to assist in the management of Suboxone®. Effective April 1, 2011, Optum will begin following-up with these members at set points in their treatment plan in order to assess member engagement and current phase of treatment. To obtain prior authorization, please contact BFH Pharmacy Services at 877-205-6308.

BFH will not cover maintenance treatment of Suboxone®.

Have You Moved?

Bluegrass Family Health strives to keep current information on all its providers. Please let us know if you have changed your practice location and/or your billing location.

In addition, if you recently changed your tax identification number, please let us know that information as well. You may contact your Provider Services representative directly or fax your information to us at (859) 335-3736.

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U.S. Postage
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PERMIT NO.119
Lexington, KY

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