



QUALITY

Provider Resource Guide

COMMERCIAL 2021



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Why is Quality Care Important?

Educating patients to focus on their preventive care and chronic condition management empowers them to:

- Remain in control of their health care
- Stay up to date on recommendations
- Make informed decisions, and
- Be as healthy as they can be



We Value Your Participation in our Quality Program

We know you're already providing high-quality care for your patients, and we want to ensure your practice gets the recognition it deserves. You're helping our members get important preventive screenings, providing effective, timely treatment, and improving medication adherence so they can be as healthy as possible. This quality care is central to our mission of delivering peace of mind through better health to the members we serve.

Quality Resources for You and Your Patients

Resources for Providers

To keep you informed of changes and best practices, we provide monthly, quarterly and annual publications. We also offer a range of services and events, as well as onsite visits, to support your success in closing HEDIS[®] measures for your patients.



Educating Our Members

We believe quality care involves the promotion of care management for health and wellness measures as they relate to members' chronic conditions, age, gender and behavioral health. Our goal is to empower the member to focus on preventive care and chronic condition management so they can make informed decisions, and have an active voice in their health care.

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Keeping You Up-to-Date

Monthly BlueAlert Provider Newsletter

The BlueAlert newsletter gives you timely information on forms and process changes, coding tips, drug coverage and more. The current edition and archives are located on **bcbst.com/providers**.



Quality Care Quarterly Newsletter

Each quarter, we send providers who participate in our quality programs a link to the quality newsletter. In it you'll find a variety of informative articles including bestpractice highlights from your peers, helpful information on important HEDIS measures, tips on using the QCR tool, and upcoming events and training opportunities.

The current edition of the Quality Care Quarterly is at **provider.bcbst.com**, under **Quality Care Initiatives**. Previous editions are in the archived newsletters at **Provider News and Updates**.



Your Guide for Quality Care Measures

The Quality Care Measures guide is printed annually, and includes:

- New HEDIS specifications for the year
- Suggestions for incorporating the information into current workflows
- Helpful tips and best practices
- Measure-specific inclusion and exclusion criteria
- Sample diagnoses, CPT° and HCPCS codes related to gap closure
- Measures descriptions, what service is needed and what to report



Commercial Telehealth Guide

The Telehealth Guide lists HEDIS specifications where gaps in care can be closed using telehealth. It also provides tips for coding and filing claims.



Availity[®] Provider Portal

Availity[®] gives you the answers you need 24 hours a day, seven days a week. Through one convenient single sign-on, you can request claim status, view remittance advices and check benefits and eligibility status online.

In addition, the Quality Care Rewards tool located within Availity allows you to access the Quality Partnerships programs that apply to your practice. There you can identify gaps in care for your patients, attest to completed screenings, review your practice's overall progress on quality measures and much more.

For FAQs and more information about using Availity, visit **Availity.com/bcbst**. You'll also be able to sign up for a helpful webinar hosted by the Availity team. For assistance or more information about Availity and the Quality Care Rewards tool, please contact your eBusiness Regional Marketing Consultant or our eBusiness Technical Support Team listed below:

eBusiness Technical Support

Monday through Thursday, 8 a.m. to 6 p.m., ET and Friday, 9 a.m. to 6 p.m., ET P: (423) 535-5717, Select Option 2 Email: eBusiness_service@bcbst.com

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Assistance with Supplemental Data Collection

You're already providing quality care to your patients, but sometimes we don't receive the data needed to document that. Our annual supplemental data collection initiative helps us capture that information.

How it Works

From early summer (June or July) through the first week of January, we provide nurses who can review your medical records to pull the data for closure of HEDIS measures that we haven't received through claims or clinical data exchange.

Reviews can be completed through remote access or onsite visits. Your practice receives credit for all the information our team locates in your records. By closing these gaps, you can increase your quality scores.

Want to Learn More?

For more information, contact a member of our team listed on the back of this guide. Participation is voluntary. **This is not an audit, it helps document the quality services you're already providing to your patients.**



The Member's Perception of Their Health Care Team

CAHPS Survey

CAHPS[®] is a family of surveys that measures topics that are important to members, such as communication skills of their providers and the accessibility of services. It's considered the national standard for measuring and reporting on consumers' experiences with health plans and their services.

The CAHPS surveys asks, "Are consumers satisfied with the quality of care and customer services provided by their health plan (such as BlueCross), and their providers?"

The survey provides a measurement of how our members (patients) perceive the care they receive from BlueCross-contracted doctors and providers.

Interactions with the Patient

How you interact with your patients has a direct impact on their response to the survey.

Provider ratings are based on the member's perception of the provider's ability to:

- Provide timely appointments and care
- Communicate information at the member's level
- Coordinate patient's care by using information and reports from other provider visits



- Follow up to communicate test results
- Discuss current medications and address any barriers to getting needed medication
 - BEST PRACTICE TIP: Coordinate patient care by using information and reports from other provider visits and:
 - Asking about care received in the Emergency Room
 - Offering assistance for needed appointments with specialists
 - Asking about any physical therapy, home health or other specialist visits
 - Reviewing current medications from all providers

Tips for Improving Patient Experience

Incorporating the following simple techniques into your daily interactions with patients will provide them with a better experience, help them achieve better health outcomes and can lead to better patient retention.

- Providing timely appointments
- Discussing care received from the Emergency Department and other providers
- Ensuring follow-up to communicate test results
- Offering assistance for needed appointments with specialists
- Discussing current medications and addressing any barriers to getting needed medication
- Reviewing current medications from all providers
- Submitting claims timely and accurately

Best Practice Tip

Remember: the CAHPS survey measures the **member's perception** of the care they have received.



Health Education Resources Available to Members

To help reinforce the counseling and education you offer your patients, we offer a variety of informational resources on preventive care and chronic condition management for our members. These resources are distributed at member events and mailed to members upon request. We can also supply these to your staff for distribution to your patients.





General Health Adolescent Well Care Visits

Yearly preventive health checkups w your adolescent's primary care phys or OB/GYN can include blood pressi lesterol/lipid tests an screenings to prevent or mar

Adolescent Immunizations Make sure your adolescent has each the following vaccinations before thei 13th birthday:

One dose Meningococcal (Meningitis One dose Tdap vaccine (Tetanus, Diphtheria, Pertussis) Diphtheria, Pertussis) Two doses of the Human Papillomavirus (HPV) vaccine at least six months apart or three doses within a six-month period

Weight Assessment and Management/Counseling Your adolescent's doctor should check their body mass index it least once a year. A well care visit is a great time to do this, and gives you should be a should be about your adolescent's huttition and physical activity level.

Chlamydia Screening Girls should get a chlamydia screenin every year starting at age 16. This screening can be done with a simple urine test



Outreach Campaigns to Targeted Members

Throughout the year, we identify members who may need preventive care, screenings or education on potential health issues, and send informative clinical messages to them through mail, email and automated phone calls. These campaigns include a focus on:

- COPD
- Immunizations
- Flu or pneumonia
- Appropriate antibiotic use

- Cardiovascular Disease
- Colorectal cancer screening
- Low back pain
- Diabetes and statin use

Campaigns are also directed towards patients with chronic conditions to make them aware of their disease management benefits.







Member Wellness Events

Each year we hold wellness campaigns in communities across the state to help support your efforts to deliver quality care. Our goal is to make it easy for your patients to get the preventive care they need by bringing these events to their communities.

Member Wellness Event Campaigns include:

- Breast Cancer Screening
- Colorectal Cancer Screening
- Diabetes Care Screenings including: retinal eye exams, HgbA1c, kidney function testing
- Drive-Through Flu Shot Clinics



On-Site Health Screening Events

The BlueCross quality teams often host screening events that can be held in your office, on our mobile unit, or at a local community event. We can customize these on-sites to meet your needs or preferences.

Your patients are often able to close multiple gaps in care and receive important educational material.

Customized on-site events can include:

- Well-Care/Screening Events
- Community Outreach
- Patient Education

Targeted Member Education and Assistance

- Telephonic outreach offering education and assistance with appointment scheduling for needed screenings
- Preventive Screening Campaigns
- Patient Brochures



Breast Cancer Screenings



Colorectal Cancer Screenings



Diabetic Screenings

Assistance in Closing Quality Measures

Preventive care helps your patients improve their ability to lead healthy lives. But we know it's not always easy to get patients in the office for these important visits. That's why we give you other options for getting these screenings completed.

We offer customized **onsite health screening events** at your location tailored to best fit the needs of your office. Services we offer can include:

- Breast cancer screenings
- Diabetic retinal eye exams
- Colorectal cancer screenings

We identify members who could benefit from these screenings and schedule a convenient time for them. Our onsite events can also include community outreach and member education.

Our team will be onsite at your event to assist our vendor partners, provide support, answer questions and help educate your patients on the importance of prevention and screening tests. There is also the opportunity for you to conduct other services during the same visit, including:

- Annual wellness visit
 BMI assessments
- Blood pressure checks

To schedule an event, contact us at:

GM_Commerical_Quality_Improvement@bcbst.com.

Onsite events may be subject to delay in scheduling or require alternative options due to safety concerns regarding COVID-19. Contact us for further information or to discuss scheduling.

Our Focus on Medication Adherence

We know you place an importance on educating patients on the benefits and risks of prescribed medication, and we're here to help. We have a dedicated team that contacts patients who are not getting their prescriptions refilled as they should. We work with patients, their providers and pharmacies to help address the reasons the patients aren't taking their medications as prescribed. Through these efforts, we strive to impact the following HEDIS quality measures relating to medication adherence: antidepressant medications, statin medications, ADD medications, and respiratory medications for asthma and COPD.



We've found these best-practices helpful to many of our members and their providers.



Write prescriptions the way you instruct your patients to take their medications.



Encourage patients on an established maintenance medication regimen to use mail-order and 90-day supply options.



Talk to your patients about the purpose of their medications and how they may make them feel.



Coordinate all prescription refills for the same time to help prevent gaps in therapy.



Suggest patients use pill boxes and set reminders for refills.



- Schedule office visits and follow-up appointments prior to prescriptions running out.
- Refer patients to our Care Management program, at **1-800-565-9140**, for assistance with other barriers to medication adherence. We have nurse case managers, social workers, and dietitians available to help.

Individualized Member Health Planners

Each year we mail more than 500,000 health planners to members with at least one indicator that they may have a gap in care. The health planners are dynamically built with health indicators based on compliance status, and include health tips based on age, gender and disease condition.

These mailings usually begin in May or June. Health planners for children are sent based on their birthdays. Our intent is to encourage our members to work with their primary care doctor to be proactive in preventing conditions, and in the management of chronic conditions.

2021 Health Planner Measures Indicator Measures Well-Child Visits in the First 30 Months of Life Child/Adolescent Metabolic Testing Diabetes Eye Exam Child and Adolescent Well-Care Visits 3-21 years Adult Wellness Visits **Diabetes HbA1c Testing** Childhood Immunizations **Diabetes Nephropathy Screening** Adolescent Immunizations **Diabetes Kidney Health Evaluation** Breast Cancer Screening Dental Check-Up Cervical Cancer Screening Vision Check-Up **Colorectal Cancer Screening HEDIS Messages & Health Tips** Prenatal & Postpartum Care Asthma Medication Adherence Low Back Pain Appropriate Antibiotic Use **COPD** Medication Adherence ADHD Medication Follow-Up Controlling High Blood Pressure Drug & Alcohol Abuse Treatment Follow-Up **Diabetes Blood Pressure Control** Mental Illness & Depression Follow-Up Statin Therapy & Adherence Coordination of Care Transition from Pediatric to Adult Care

Age Bands

- Child: Ages 0-15 (addressed to parent or guardian)
- Teen: Ages 16-17 (addressed to parent or guardian)
- Adult: Ages 18+





Individualized Patient Health Planners

- The information provided tells patients if care is needed as soon as possible or already done for the year in accordance with the status symbol color:
 - Red: Screening is needed as soon as possible.
 - Green: Screening is up to date.
- Educational details about the screening that's needed and its purpose are also included.

Let's track your child's screenings.

This checklist shows you what's already been done and what they still need this year. And did you know we cover most of these screenings at little or no cost to you? Talk with your child's provider to schedule their screenings.

What	Why your child needs this	Status
Annual Wellness Exam	Regular checkups let you and your child's provider talk about any changes to your child's health.	Up-to-date 00/00/00
Dental Cleaning	Having a dental cleaning and exam twice a year can help keep your child's teeth healthy.	Schedule soon
Vaccines ne	eded by age 2	

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Talk with your child's provider about what vaccine(s) and doses they still need.



COVID-19 Safety

Before your child's next preventive test, call their provider to talk about any new office safety measures. For some types of visits, your child's network provider might have telehealth available as an option. You can also keep yourself and others safe by wearing a cloth face mask.



We're here to help.

Just give us a call at **1-800-565-9140**. We're available 8 a.m. - 6 p.m. ET (Monday - Friday). Or visit us at **bcbst.com**.

We based this information on your child's claims as of **<Date>**. Dates listed with the status symbols are the most recent dates of service we have for that screening. If there's no date, we may not have a record of that screening for your child. **This information doesn't replace any advice from your child's provider**.

Sample Health Planner with Health Indicators and Tips

These measures and care management messages reflect conditions and screenings that most often show as gaps in care.

Caution: Antibiotics

Antibiotics don't help with illnesses caused by viruses (like colds or the flu). If you take antibiotics too often, they may not work well when you really need them. *Source: Centers for Disease Control and Prevention – cdc.gov*

Avoid Smoke and Feel Better Fast

Smoking – or even breathing second handsmoke – is bad for your health. If you stop smoking now you could notice an improvement in your breathing in a matter of two weeks. Get Free help:

- Visit tnquitline.com/or
- Call 1-800-QUIT-NOW (1-800-784-8669).
 Hearing-impaired call 1-877-559-3816.
 Source: smokefree.gov

Breast Self-Exam

A breast self-exam every month helps you notice small changes. If you find something, talk to your provider about it. The earlier breast cancer is found, the more likely it can be treated.

Source: National Breast Cancer Foundation – nationalbreastcancer.org

Healthy in Mind & Body

Your provider is your partner in caring for your mental health and well-being. Talk to them after:

- > You start taking a new medicine.
- > You get diagnosed with depression.
- > You know there's an issue.
- > You have a stay in the hospital.

Source: Substance Abuse and Mental Health Services Administration – samhsa.gov

Heart Medicines

Your provider may prescribe statin medication to help lower your risk of heart attacks, strokes and other heart-related events. Be sure to take any medication exactly the way your health care provider says to.

Keeping Your Heart Healthy

There are things you can do to keep your heart healthy and lower your risk of heart attack.

- > Take your medicines as prescribed.
- Follow your provider's advice on exercise and healthy eating.
- Manage your risk factors, like high blood pressure, high cholesterol, and if you smoke,stop.

Source: American Heart Association - heart.org





Focus for 2021 Health Planners

These measures and care management messages reflect conditions and screenings that most often show as gaps in care.

Indicator Measures

- Annual Wellness (comprised of the following)
 - Well-Child Visits in the first 30 months of life (6+ visits in the first 15 months of life AND another 2 visits by the time the child is 30 months)
- Child and Adolescent Well-Child Visits ages 3-21 years
- Adults' Access to Preventive/Ambulatory Health Services
- Childhood Immunization Status
- Immunizations for Adolescents
- Breast Cancer Screening
- Cervical Cancer Screening
- Colorectal Cancer Screening
- Comprehensive Diabetes Care
- Diabetic Retinal Eye Exam
- HbA1c control
- Nephropathy Screening
- Kidney Health Evaluation for Patients with Diabetes
- Metabolic Testing (for children on antipsychotics)
- Dental & Vision Check-ups

Care Management Messages & Health Tips

- Prenatal & Postpartum Care
- Use of Imaging Studies for Low Back Pain
- Pharmacotherapy Management of COPD Exacerbation
- Controlling High Blood Pressure
- Statin Therapy for Patients with Diabetes
- Statin Therapy for Patients with Cardiovascular Disease
- Medication Management for People with Asthma
- Appropriate Testing for Pharyngitis
- Appropriate Treatment
 for Upper Respiratory Infection
- Diabetes Blood Pressure Control

- Avoidance of Antibiotic Treatment with Acute Bronchitis
- ADHD Medication Follow up
- Initiation & Engagement of Alcohol and Other Drug Abuse Treatment
- Medical Assistance with Smoking & Tobacco Use Cessation
- Follow-up After Hospitalization for Mental Illness
- Antidepressant Medication
 Management
- Transition from Pediatric to
 Adult Care
- Flu Vaccinations
- Well-Child Visits

Your Commercial Quality Improvement Team

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