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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.

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA)
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 best-practice 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.

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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
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:

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Faith Daniel
(423) 535-6796
Faith_Daniel@bcbst.com

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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
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 June 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.
CAHPS Survey

A survey of perception and performance

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
- Employ a helpful, courteous and respectful office staff
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
- Discuss current medications and address any barriers to getting needed medication
- Reviewing current medications from all providers
- Submitting claims timely and accurately

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 from outbound calls. We can also supply these to your staff for distribution to your patients.
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
- CAD
- 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.
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

**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
- Colorectal cancer screenings
- Diabetic retinal eye exams

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
- Blood pressure checks
- BMI assessments

To schedule an event, contact us at GM_Commerical_Quality_Improvement@bcbst.com
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
- Colon Cancer Screening
- Retinal Eye Exams
- Drive Through Flu Shot Clinics

We’re coming to your neighborhood!
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.

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

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

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

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

5. Suggest patients use pill boxes and set reminders for refills.

6. Schedule office visits and follow-up appointments prior to prescriptions running out.

7. 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 mailing usually begin in May or June for adults. 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.

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

### Sample- HEALTH PLANNER Measures

<table>
<thead>
<tr>
<th>INDICATOR MEASURES</th>
<th>HEALTH MESSAGES &amp; TIPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Well-Child 0-6 years</td>
<td>Prenatal &amp; Postpartum Care</td>
</tr>
<tr>
<td>Adolescent Well-Care</td>
<td>Low Back Pain</td>
</tr>
<tr>
<td>Adult Annual Wellness</td>
<td>COPD Medication Adherence</td>
</tr>
<tr>
<td>Childhood Immunizations</td>
<td>Beta Blocker Medication Adherence</td>
</tr>
<tr>
<td>Adolescent Immunizations</td>
<td>Controlling High Blood Pressure</td>
</tr>
<tr>
<td>Dental Cleaning &amp; Exam</td>
<td>Statin Therapy</td>
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<tr>
<td>Eye Exam</td>
<td>Transition from Pediatric to Adult Care</td>
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<tr>
<td>Metabolic Testing</td>
<td>Asthma</td>
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<td></td>
<td>Appropriate Antibiotic Use</td>
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<tr>
<td></td>
<td>ADHD Medication Follow up</td>
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<tr>
<td></td>
<td>Drug &amp; Alcohol Abuse Treatment</td>
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<tr>
<td></td>
<td>Smoking &amp; Tobacco Use Cessation</td>
</tr>
<tr>
<td></td>
<td>Mental Illness &amp; Depression Follow-up</td>
</tr>
</tbody>
</table>

We let the patients know if care is due soon, overdue or already done for the year based on the status symbol color. A status indicator shows recommended health screenings:
- **Red**: Screening is past due
- **Yellow/Orange**: Screening is needed
- Some may also include a **Green** status indicator to show that the member is up-to-date

Details about the needed screenings and their purpose
Focus for 2020 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 15 months of Life (6+ visits) 0-6
  - Well-Child Visits in the Third, Fourth, Fifth, & Sixth Years of Life
  - Adolescent Well-Care
  - 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
  - Blood Pressure Control (guidance only)
- 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
- 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 in the first 15 months of Life (6+ visits) 0-6
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.

Noelle
Easy steps to help you stay healthy.

Date & Time:

Physical Exam with your Primary Care Provider (PCP) or OB/GYN

Make your appointment today. Date & Time:

Colorectal Cancer Screening

Finding colorectal cancer early could save your life. A colonoscopy is recommended as the "Gold Standard," but this screening can also be completed via flexible sigmoidoscopy, CT colonography, FIT/DNA test, or a fecal occult blood test. Discuss with your doctor which option is best for you.

Breast Cancer Screening

A mammogram is an X-ray of the breast. It can find cancer before you or a provider discover a lump. Finding cancer early can save your life.

Cervical Cancer Screening

Regular Pap tests screen for cervical cancer. Treatment is more successful if this cancer is found early.

Special Care for People with Diabetes

What you need | Why you need it | Your status
---|---|---
HbA1c Testing | Checks your average blood sugar levels over the past three months. Controlling blood sugar helps prevent damage to your heart, kidneys and other vital organs. | 
Urine test for protein | Checks for signs of diabetic kidney disease (nephropathy). This important test makes sure your kidneys are functioning properly. | 
Retinal Eye Exam | Checks for damage to your eyes. This is a medical test and doesn't require vision benefits. See an eye doctor (ophthalmologist or optometrist) yearly. | 
Blood Pressure Screening | To keep your heart healthy, try to keep your blood pressure below 140/90 – and work with your provider to get to an even lower target of less than 130/80. Blood pressure control reduces risk of heart attack, stroke or kidney disease. | 

Special Care for Women

What you need | Why you need it | Your status
---|---|---
Breast Cancer Screening | | 
Cervical Cancer Screening | | 

REGULAR PROVIDER VISITS

Even if you're healthy, regular visits with your primary care provider (PCP) are important:

- To screen for diseases
- To encourage a healthy lifestyle
- To update vaccinations
- To build a relationship in case of an illness


Do you have questions about your health care plan? We're here to help. Find our phone numbers on your Member ID card. Or visit us online at bcbs.com. Benefits may vary by plan. Please check your Evidence of Coverage.

This information is educational only. It doesn’t replace your provider’s advice. It is based on your age, gender and health care claims with us as of __/__/__. We may not have record of some procedures, screenings, tests or vaccines. Talk to your provider about this information and any health concerns.

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ATENCION: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-565-9140 (TTY: 1-800-848-0298).


Sources:
-U.S. Preventive Services Task Force – uspreventiveservicestaskforce.org
-Million Hearts – millionhearts.hhs.gov
-American Cancer Society – cancer.org

BlueCross BlueShield of Tennessee, Inc., an Independent Licensee of the BlueCross BlueShield Association
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