



Commercial Provider Resource Guide

Updated 2023



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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
- › 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.

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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 provider.bcbst.com.



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 Quality Care Rewards (QCR) tool, and upcoming events and training opportunities.

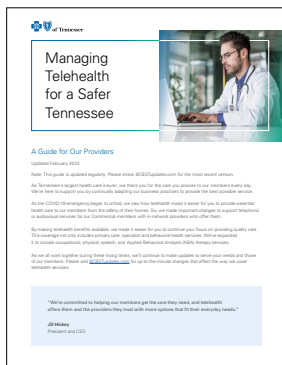
The current edition of the Quality Care Quarterly is at provider.bcbst.com, under Quality Care Initiatives. Previous editions are in the archived newsletters under Provider News and Updates.



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
- › Measure 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 advice and check benefits and eligibility status online.

In addition, the QCR tool located within Availity allows you access to 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](https://www.availity.com/bcbst). You'll also be able to sign up for a helpful webinar hosted by the Availity team.



The Member's Perception of Their Health Care Team

CAHPS Survey

CAHPS® is a family of surveys that measures topics 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 ask, "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.



What is CAHPS?

Consumer
Assessment of
Healthcare
Providers and
Systems

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 ER
 - 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 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 ER 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 health care and care coordination they've received.

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.

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. Topics include, but aren't limited to:

- › Living with Diabetes
- › Adolescents' Preventive Health and Wellness Guide
- › Men's Preventive Health and Wellness Guide
- › Child Preventive Health and Wellness Guide
- › Women's Preventive Health and Wellness Guide

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, text messaging, email and automated phone calls. These campaigns include a focus on:

- › Chronic obstructive pulmonary disease (COPD)
- › Immunizations
- › Flu or pneumonia
- › Appropriate antibiotic use
- › Coronary artery disease (CAD)
- › Colorectal cancer screening
- › Low back pain
- › Diabetes and statin medication use

Campaigns are also sent out to patients with chronic conditions to make them aware of their disease management benefits and to encourage medication adherence and preventive screenings.

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, HbA1c, kidney function testing
- › Drive-Through Flu Shot Clinics

On-Site Health Screening Events

Our 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-site events 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 and other diabetic 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's also the opportunity for you to conduct other services during the same visit, such as:

- › Annual wellness visits
- › Blood pressure checks
- › BMI assessments

To schedule an event, contact us at GM_Commercial_Quality_Improvement@bcbst.com.

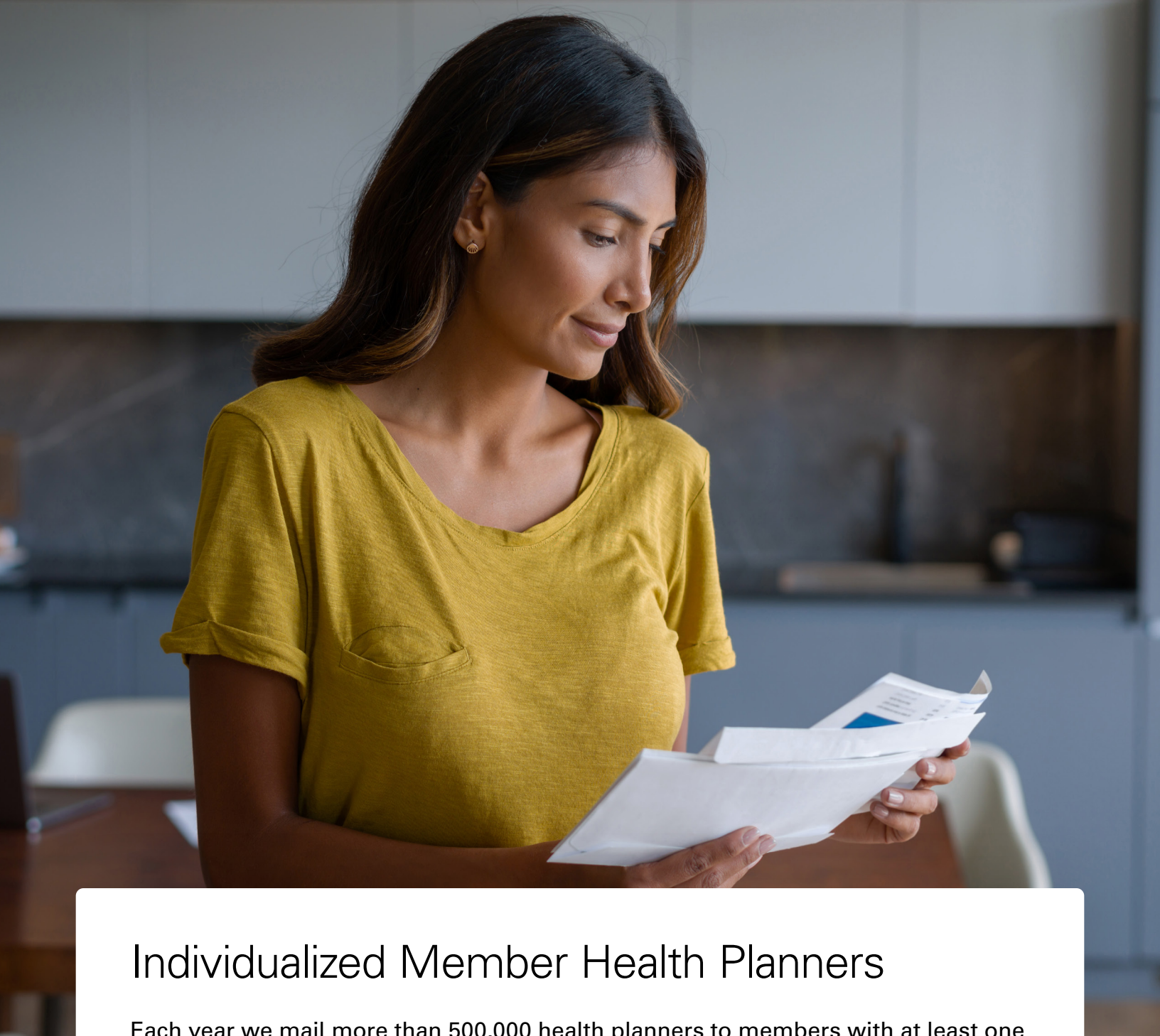
Our Focus on Medication Adherence

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 aren't 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, ADHD 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 **1-800-818-8581**, 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.

- › 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.


Age Bands

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



HI NICHELLE,
Let's check on your health.

Here's a list of preventive screenings you may need.




IMPORTANT HEALTH INFO INSIDE

Nichelle, let's make sure you're on track.

This checklist shows you what you've already done and what you still need this year. And did you know we cover most of these screenings at little or no cost to you? **Call your provider today to schedule a visit.**

Screening	Status
Annual Wellness Exam Regular checkups let you and your provider talk about your health and plan for the year ahead. They're also a great time to let your provider know about other care you get.	Up to date 03/01/22
Colorectal Cancer Screening This screening can find cancer earlier, when it can be easier to treat.	Up to date 03/01/22
Dental Cleaning and Exam Having a dental exam twice a year will keep your smile healthy.	Schedule this year
Eye Exam Regular eye exams can help find vision problems and identify many medical conditions at early stages.	Schedule this year
HbA1c Testing This test checks your average blood sugar levels over the last three months.	Schedule this year
Retinal Eye Exam This exam checks for damage to your eyes caused by diabetes.	Schedule this year
Diabetic Kidney Screening These yearly blood and urine tests check how well your kidneys are working and for signs of damage.	Schedule this year
Breast Cancer Screening This can help find cancer earlier, when it can be easier to treat.	Schedule this year
Cervical Cancer Screening A Pap test can help find cancer earlier, when it can be easier to treat.	Schedule this year



Prefer email instead of paper?
Log in to your online account at <https://bcb.st/accountsettings> to let us know. We'll send you emails whenever they're available.

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 chat with us at bcbst.com.

We based this information on your claims as of **06/01/2022**.
Dates listed in the status column 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 you. **This information doesn't replace any advice from your 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.

Regular Provider Visits

Regular yearly visits with your primary care provider are important:

- › To screen for diseases
- › To encourage a healthy lifestyle
- › To update vaccinations

Source: National Library of Medicine – nlm.nih.gov

Following Up on Mental Health

It's important to see your provider within seven days of hospitalization or residential treatment for substance use disorder. You can have an in person or virtual visit with your primary care or mental health provider. If you haven't heard from your provider, schedule an appointment within 30 days of your last visit or treatment.

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

From Pediatrics to Adult Care

Now that you're an adult, your health needs have changed. If you're still seeing a pediatrician, ask about switching to a provider who treats adults.

Low Back Pain

For most people, back pain eases up on its own. Staying active, applying ice, heat and using over-the-counter medications can help. Talk to your provider if your pain gets worse or doesn't improve to see what treatments would be best for you.

Source: American Board of Internal Medicine – choosingwisely.org

Asthma Medications

Knowing and avoiding your asthma triggers is key to managing your asthma. People with asthma may need short- and long-term medications to help manage their symptoms. An asthma action plan can help.

Source: American Lung Association – lung.org



Healthy in Mind & Body

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

- › You start taking a new medication
- › Your emotions change
- › You're diagnosed with depression
- › You have a stay in the hospital

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

Heart Medications

Your provider may prescribe statin medication to help keep your heart healthy. Be sure to take it exactly the way your provider says to.

Recognizing a Heart Attack

Do you know the signs of a heart attack? They can include chest pain, shortness of breath and pain in your upper body or arms. Nausea and lightheadedness can also be signs, especially for women. If you're in doubt, don't wait – call 911.

Source: American Heart Association – heart.org



Keeping Your Lungs Healthy

- › Take your medications exactly how your provider says to.
- › If you smoke, make the choice to stop. Ask your provider for help.
- › Avoid secondhand smoke and other triggers.

Source: American Lung Association – lung.org

Blood Pressure Control

To keep your heart healthy, providers want your blood pressure below 120/80. Here's how to get there:

- › Take your medications exactly how your provider says to.
- › Follow your provider's healthy living plan.
- › Have checkups with your provider often.

Source: American Heart Association – heart.org

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

Focus for 2023 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
 - 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
- › Diabetes Care
 - Diabetic Retinal Eye Exam
 - HbA1c control
- › Kidney Health Evaluation for Patients with Diabetes
- › Metabolic Testing (for children on antipsychotics)
- › Dental and Vision Check-Ups



Care Management Messages and Health Tips

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

Resources Available from Commercial Quality Improvement

The Commercial Quality Improvement team can support and assist your office with educational materials for you and your patients, as well as health screenings and events. We've listed some resources on the next few pages with information on how to access them.

Preventive Screenings

- › Breast Cancer Screening
- › Cervical Cancer Screening
- › Chlamydia Screening
- › Colorectal Cancer Screening

Wellness and Immunizations

- › Adult Annual Wellness Visit
- › Flu Vaccinations
- › Adult Preventive Health Screening Guide
- › Pregnancy
- › Adolescent Preventive Health Screening Guide
- › Adolescent Immunizations
- › Weight Counseling for Children
- › Child and Adolescent Wellness
- › Childhood Immunizations
- › Child Preventive Health Screening Guide

Behavioral Health and Other Measures

- › Antidepressant Medication Management
- › Behavioral Health Follow-up Care
- › ADHD
- › Opioid Education Brochure
- › Antipsychotic Medications
- › Behavioral Health Child APP and APM Flyer
- › Smoking Cessation
- › Tips for Heading Home

Chronic Diseases

- › Medication Management for Asthma
- › Managing COPD
- › Controlling High Blood Pressure
- › Statin Therapy Cardiovascular
- › Diabetes
- › Statin Therapy Diabetes
- › Low Back Pain

Additional Resources and Materials

- › Child Immunization Magnet
- › Flu Shot Flyer
- › Blood Pressure Tracker Card
- › Diabetes Recipe Books/Trackers
- › Appropriate Antibiotic Use Cold/Flu Kits
- › Hot/Cold Packs for Low Back Pain

Provider Tool Kits

Tool kits and guides are posted on provider.bcbst.com. You can contact the quality improvement team for information on the screening events.

- › Low Back Pain (LBP measure), including a [coding tool](#) and an [coding guide](#)
- › [Adolescent Immunization](#) (IMA measure resources are listed under the commercial tab)
- › [Antibiotic Stewardship](#) – Antibiotic Treatment for Acute Bronchitis/Bronchiolitis (AAB) and Appropriate Treatment for Upper Respiratory Infection (URI) measures
- › [Provider Screening Event Toolkit](#)

Provider Guides

- › 2023 Commercial Comprehensive Quality Information Guide
- › Telehealth Guide
- › Resource and Support Guide
- › Bottom Line Quick Reference Guide
- › Statins Guide
- › Guide to Advanced Illness and Frailty Exclusions
- › Cultural Competency Guide
- › KED Guide
- › Low Back Pain Coding Guide

In-Office Health Screening Event Opportunities

- › Wellness
- › Diabetes
- › Colorectal
- › Mammography

Community Screening Event Opportunities

- › Wellness
- › Diabetes
- › Colorectal
- › Mammography
- › Drive-Through Flu Shot Clinics

Gap Closure Assistance with Our Vendor Partner

We're working with Retina Labs to provide specific preventive screening health tests to our Commercial members in the home and at outreach events at little to no charge to the member. Retina Labs will perform eye exams, kidney screenings and A1C tests while in the member's home. They'll leave the FIT CHEK testing kit with the member with instructions to mail the test kit in to be completed.



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Healthcare Effectiveness Data and Information Set (HEDIS)

Developed by the National Committee for Quality Assurance (NCQA), HEDIS® is the most widely used set of performance measures in the managed care industry. It contains measures that show health plans those areas where a stronger focus could lead to improvements in member health. HEDIS® reporting is mandated by NCQA for compliance and accreditation.

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