



1 Cameron Hill Circle
Chattanooga, TN 37402-0001
bcbst.com



July 10, 2015

Dear Health Care Provider,

Ensuring our members receive the highest quality care is central to BlueCross BlueShield of Tennessee's mission. As the health care landscape continues to shift from encounter-based to value-based payment, the key to improving the health outcomes for our members is rooted in the strength of our collaboration with those who provide their care.

We believe aligning financial incentives will enable us to develop a stronger partnership with you and improve the quality of care our members receive. We are pleased to announce that BlueCross has selected your practice to participate in our 2015 Commercial Quality Incentive Program.

The 2015 Commercial Quality Incentive Program is a one-time opportunity for you to earn bonus payments, in addition to your contracted rates, to close specified evidence-based gaps in care. The measurement period for the program runs Aug. 1 – Dec. 31, 2015. The list of applicable preventive screenings and evidence-based gaps in care measures, as well as incentive opportunities under the Commercial Quality Incentive Program, is on the back of this letter.

We will help you identify opportunities to close gaps in care by providing access to our online Provider Performance Module that includes information about the BlueCross members who, based on data at the time of the report:

- Have had more than one office visit with you in the past 12 months*
- Do not appear to have claims documentation that preventive screenings or evidence-based services have been completed

The module will also show the financial opportunities available to you by closing specific gaps in care.

If you have any questions, please contact your local Provider Relations Consultant (PRC). If you do not know who your PRC is, you may call the regional number below:

| | |
|---|----------------|
| Chattanooga | (423) 535-6307 |
| Nashville/Memphis/Jackson (West/Middle Tennessee) | (855) 646-9258 |
| Johnson City/Knoxville (East Tennessee) | (865) 588-4640 |

Please note that the Commercial Quality Incentive Program does not apply to Blue Network MSM, BlueCare[®], TennCareSelect, or BlueCross Medicare Advantage networks, and does not affect your currently contracted rates. We appreciate the opportunity to work with you to offer our members superior, cost-effective health care while continuing to enhance the quality of care provided.

Thank you for your partnership and continued support.

Sincerely,

Andrea D. Willis, MD
Vice President & Chief Medical Officer

**If members are seen by more than one physician, they will be assigned to the physician seen more frequently. If the physician frequency is tied, the member will be assigned to the physician seen most recently. For women's measures, the member is first attributed to her OB/GYN and then to her primary care practitioner.*

2015 Commercial Quality Incentive Program

To qualify for the bonus payment, you must submit appropriately coded claims showing that the service was performed. The 2015 Quality Incentive Program allows you to earn bonus payments for ensuring our members receive the following preventive screenings and/or evidence-based gaps in care closures:

| Measure | Incentive Opportunities Per Measure |
|--|--|
| Women's Health* <ul style="list-style-type: none"> • Breast Cancer Screening • Cervical Cancer Screening • Chlamydia Screening | \$25 \$25 \$25 |
| Comprehensive Diabetes Care <ul style="list-style-type: none"> • Eye Screening • HbA1c <8% • Nephropathy Screening • Blood Pressure Controlled <140/90 | \$25 \$25 \$25 \$25 |
| Colorectal Cancer Screening | \$25 |
| Childhood Immunization (combo 10) <i>Must have received all doses for each vaccine by 23 months of age</i> <ul style="list-style-type: none"> • 4 DTaP (Diphtheria Tetanus And Pertussis) • 3 IPV (Polio) • 1 MMR (Measles Mumps Rubella) • 3 HiB (Haemophilus Influenza Type B) • 3 Hepatitis B (Hep B) • 1 Hepatitis A (Hep A) • 1 Varicella (Chickenpox) • 4 PCV (Pneumococcal) • 2 OR 3 RV (Rotavirus) • 2 Influenza (Flu) | \$50 |
| Adolescent Immunizations <i>Must have received all doses for each vaccine before 13th birthday</i> <ul style="list-style-type: none"> • 1 Meningococcal • 1 Tdap (Tetanus Diphtheria Toxoids And Pertussis); or • 1 Td (Tetanus And Diphtheria Toxoid) | \$25 |
| HPV <i>Must have received all doses of vaccine before 13th birthday</i> | \$25 |
| Attention Deficit Hyperactivity Disorder <ul style="list-style-type: none"> • Initial follow-up visit within 30 days after new prescription for ADHD medication • Continuation follow-up visits of two or more within nine months after the initial follow-up visit | \$25 \$25 |
| High Blood Pressure Controlled <ul style="list-style-type: none"> • 18-59 Years Of Age: <140/90 • 60-85 Years of Age And Nondiabetic: <150/90 | \$25 |

* Gynecologist measures

Measurement Dates: Aug. 1 - Dec. 31, 2015

Payout Dates: Quarterly through the first quarter of 2016

Your member targets will be provided to you during a scheduled face-to-face visit from a BlueCross representative. You must complete the preventive screening and/or close the gap in care, then submit your claim, to receive your incentive.