



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an Independent Licensee of the Blue Cross and Blue Shield Association

# dentalfocus Fall 2012

Collaborate ♦ Partner ♦ Support  
*Focusing on Members' Health*

## There's Still Time to Attend Our 2012 Dental Office Staff Webinar Online

Have you completed one of our 2012 Dental Office Staff Training webinars? If not, be sure to register for our December session.

This year's program focuses on:

BCBSMA's Total Health Solution emphasizing oral health and it's connection to overall health

Updates to BCBSMA dental products, benefits, fee schedules, and processing guidelines

Technologies and resources dental practices can use to enhance practice efficiency

We are also devoting time during the session to an open forum to give you an opportunity to ask questions about BCBSMA policies or other general areas of interest or concern.

### Attend from Your Home or Office

We know your time is valuable. That's why this year's training is being offered via a webinar, a convenient

### Upcoming Webinar

Date:	Time:
Wednesday, December 12	12-1 p.m.

and interactive online seminar that you attend from your home or office using a computer, an Internet connection, and a telephone. When you register for a webinar, we'll send you a reminder e-mail with access instructions prior to the session.

### Advance Registration Is Required

To let us know you'll be attending the December session, please register at least one week prior to the session.

To register, log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and select Resource Center>Training & Registration>Course List. Under the Dental sub-heading, choose Dental Office Staff Training 2012.

### Recording Is Also Available

If you are unable to attend the live session, you can also access a recording of our October session by following the same registration steps.

We look forward to "seeing" you online!

### Questions?

Please note that we can't address individual billing issues during the training sessions; however, your Dental Network Manager would be happy to assist you at another time.

To schedule some time, please call 1-800-882-1178 and select Option 4. ❖

## inthisissue

- 2 New Mandate Takes Effect for Cleft Lip/Palate Treatment
- 3 Top 10 Ways to Facilitate Timely and Accurate Claim Payments
- 3 Updated Fee Schedules Will Be Available Online in January
- 4 Visit Us at Yankee Dental
- 5 Clinical Focus: The Value of Dental Insurance
- 6 Profiles in Service: Giving Back to the Community

## Electronic News Coming Your Way in 2013

As part of BCBSMA's company-wide commitment to reduce paper use, waste, and energy, we have decided to eliminate *Dental Focus* in the spring of 2013.

Instead of printing and mailing a newsletter to you each month, we'll provide news and updates electronically on our provider website and via e-mail.

That means you'll be able to get your news faster and in a more convenient format.

We will provide more details on this exciting change in the coming months. In the meantime, if you have any questions, please send an e-mail to [focus@bcbsma.com](mailto:focus@bcbsma.com).

If you are not sure of your registration status on BlueLinks for Providers or want to verify the e-mail address you have listed in your profile, please call our Provider Self Service team at 1-800-771-4097. ❖

## New State Mandate Takes Effect for Cleft Lip and Cleft Palate Treatment

In August, Governor Deval Patrick signed into law two health care-related bills along with Chapter 224 of the Acts of 2012, *An Act Improving the Quality of Health Care and Reducing Costs Through Increased Transparency, Efficiency and Innovation*.

We are updating our plans, medical policies, coverage, and benefits to comply with the mandates.

Under this law, coverage is required for treatment of a cleft lip and cleft palate for children up to age 18 and younger. Coverage must include benefits for the following services when they are medically necessary and are consequent to treatment of cleft lip and cleft palate:

- Medical, dental, oral, and facial surgery
- Surgical management and follow-up care by oral and plastic surgeons
- Orthodontic treatment and management
- Preventive and restorative dentistry
- Speech therapy
- Audiology
- Nutrition services.

While we currently provide coverage for many of these services, we will update our health plans to include coverage for the necessary dental and orthodontic services to treat these conditions. All of the provisions of the

member's health plan govern coverage for cleft lip and cleft palate services for children.

We will update you with additional information regarding claims submission guidelines and any policy and procedure changes related to this mandate.

For most accounts the change takes effect on account renewal beginning January 1, 2013.

Self-insured non-municipal accounts have the option of adding the benefit on account renewal. ❖

## Changes to the Dental Blue Healthy Supplement Plan for Federal Employee Program Members

Dental Blue Healthy Supplement is an optional plan offered to members of the Federal Employee Program (FEP) Basic Option and Standard Option.

In 2013, FEP will be migrating to a new claims system, which will affect the way we process claims for these members.

To help ensure that your claims process correctly for Dental Blue Healthy Supplement members, please note the following changes in the chart below. ❖

Current process:	New process as of January 1, 2013:
Member ID with "R" prefix is the same for both FEP and Dental Blue Healthy Supplement coverage (two cards)	Members will continue to use their current ID card for FEP services. Members will have a new ID card (with an XXA prefix) for Dental Blue Healthy Supplement services.
You submit the claim once using the "R" ID and claims are paid primary under FEP and Dental Blue Healthy Supplement pays secondary	You will need to submit the claim twice: First for primary payment through FEP Second for final payment through Dental Blue Healthy Supplement
Your office calls 1-800-882-1156 concerning FEP and Dental Blue Healthy Supplement (continue to call this number for dates of service in 2012)	You will need to call 1-800-882-1178 concerning Dental Blue Healthy Supplement (for dates of service in 2013)
Members with questions about Dental Blue Healthy Supplement must call the FEP Member Service Center	Members with questions about Dental Blue Healthy Supplement must call the new number listed on the XXA ID card.

## Top 10 Ways to Facilitate Timely and Accurate Claim Payments

To help expedite payment and prevent rejection of your claims, keep the following tips in mind when providing services to Dental Blue members.

1. [Bill electronically](#). Submitting claims electronically reduces your administrative efforts. When completed correctly, electronic claims do not require manual intervention, leading to timely claim processing.
2. [Mail paper claims to the correct address](#). You can find addresses in the Dental Blue Book. Or log on to BlueLinks for Providers at [bluecrossma.com/provider](http://bluecrossma.com/provider) and click on the Contact Us tab.
3. [Verify benefits and eligibility using one of these tools](#):  
 Emdeon DPS. You can access the tool by logging on to BlueLinks for Providers and selecting Technology Tools.  
 InfoDial. Call 1-800-882-1178, press #, and select menu Option 3. Then follow the prompts.
4. [Enter a Type 2 Organizational National Provider Identifier](#) (if applicable) in Box 49 on the claim form.
5. [Bill with the member's assigned member ID, not his/her social security number](#).
6. [Use current CDT procedure codes on your claims](#). You can refer to CDT Procedure Guidelines and Submission Requirements, available on BlueLinks for Providers under Resource Center>Admin Guidelines & Info.
7. [Make sure BCBSMA has your correct tax identification number](#).
8. [Confirm that all dentists working in your office are contracted at your location](#).
9. [Submit radiographs only when BCBSMA requests them](#).
10. [Understand the policy guidelines that apply to your submitted procedure codes](#). You can refer to *CDT Procedure Guidelines and Submission Requirements*, available on BlueLinks for Providers under Resource Center> Admin Guidelines & Info. ❖

## Updated Fee Schedules Will Be Available Online in January

The updated Dental Blue Maximum Allowable Fee schedule for your region and specialty and the PPO fee schedule will be available on our BlueLinks for Providers website starting January 1, 2013.

As we communicated recently in an *FYI*, we are not sending a separate mailing with the Maximum Allowable Charges and fee schedules, so we encourage you to go to our website.

Log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and click on Resource Center>Admin Guidelines & Info>Fee Schedules.

If you have any questions, please call your Dental Network Manager at 1-800-882-1178, Option 4. ❖

## Updated Administrative Manuals Will Be on Our Website

We are in the process of updating the 2013 *Dental Blue Book* and *CDT-2013-2014 Dental Procedure Guidelines and Submission Requirements*.

We will notify you when we post the updated versions on our website. ❖

## ADA Dental Claim Form Has Been Updated

The *ADA Dental Claim Form* has been revised to incorporate key changes to the HIPAA standard electronic dental claim transaction.

We have posted the updated form on BlueLinks for Providers website. Also, to help you understand the changes, we have also included instructions on how to complete the revised form.

Log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and click on Resource Center> Forms> Dental Claims & Request Forms. ❖

## Hygienists: Thank-you for Visiting Us at the MDHA Conference

At Dental Blue, we know the important role hygienists play in the health of our members. That's why we were proud to be an official sponsor and exhibitor of the 2012 Massachusetts Dental Hygienists' Association (MDHA) conference in Natick on September 21-23.

We enjoyed connecting with you and hope you learned more about Dental Blue's Total Health Solution and Enhanced Dental Benefits program—the

education, targeted outreach, and condition-specific services we offer our members to demonstrate the important connection between oral health and overall health.

If you were unable to attend and would like to learn about our Enhanced Dental Benefits program, call your Dental Network Manager at 1-800-882-1178, Option 4. For more information about the conference, visit MDHA's website at [massdha.org](http://massdha.org). ❖



Registered Dental Hygienist Ruthann Zamarro and BCBSMA Dental Network Manager Nancy Norberg at this year's MDHA conference.

## Visit Us at Yankee Dental Next Year

Save the date for the 38th Yankee Dental Congress, January 30 – February 3, 2013, at the Boston Convention & Exhibition Center. This year's theme is "Building Bridges Through Innovation, Technology, Wellness, & Inspiration."

Stop by our booth to visit with your Dental Network Manager. You can learn about our Enhanced Dental Benefits and how you can help Dental Blue members maximize their benefits.

You can also hear about how you can use our technologies to increase the efficiency of your practice. For registration information, go to [www.yankeedental.com](http://www.yankeedental.com). ❖

## Walgreens Returns to Express Scripts Pharmacy Network

Our pharmacy benefit manager, Express Scripts, Inc. (ESI), has announced a multi year agreement with Walgreens to return to the ESI traditional network of pharmacies. As of September 15, most members

with our pharmacy benefits are able to fill prescriptions or receive a flu shot at a Walgreens pharmacy.

BCBSMA offers an alternative retail network, the Select Network, to some

employers. At this time, Walgreens will not be a part of the Select Network or our retail specialty pharmacy networks. ❖

## Clinical Focus: The Value of Dental Insurance, the Value of Dental Blue

The single greatest predictor of whether someone will get dental treatment is whether they have access to dental insurance. This may not have been a barrier to care in the past when employers provided dental insurance as a part of a benefits package to their employees and paid for some or all of the premium. However, as the cost of health care continues to rise and employers limit their contributions to employee benefits, employer-paid dental benefits are becoming less commonplace.

A growing trend is that employers are now offering dental insurance to their employees on a voluntary basis. That means the employer offers insurance but the employee has to pay 100% of the premium.

Employees determine their need for dental insurance and decide whether to participate or not based upon its specific value to each of them. If they feel that their need is low or they would rather use the discretionary money for other purposes, they may be willing to forgo this insurance benefit.

If employees feel they will have dental needs over the coming year, or they want insurance to help cover the risk if they should have a more significant dental problem, they may elect to purchase this coverage.

In this situation, dental insurance still offers significant value for employees because group benefits

usually cost less and are more comprehensive than if purchased individually.

### Individual Insurance

For the many people who do not have access group dental benefits, there's another option—individual products, which can be purchased for single or family use.

Typically, people purchase individual dental plans may be retired and no longer eligible to participate in their employer's benefit plan. Before the availability of individual dental plans, many retirees had no option other than to pay for their own care. The recent availability of this coverage has been a big driver in higher numbers of older individuals in seeking the care they had often received in the past.

### Dental Blue Helps Fill the Void

At Dental Blue, we try to anticipate the needs and demands of the market. We realized there was a void in the coverage Dental Blue offers, came up with a dental plan earlier this year to provide individual coverage for this population—Dental Blue 65 Preventive.

Dental Blue 65 Preventive covers preventive and diagnostic services at 100% coverage for the member. By covering the services members use most frequently, we can help eliminate financial barriers to care and help bring these patients to your office more frequently to get the



Robert Lewando, DDS, Executive Director, Dental Blue shares his expertise in this article

care they need, and allows you to provide additional treatments they may need at a normal cost.

As the need for different products continues to evolve, we will continue to offer dental products with a wide appeal and help remove financial barriers for our members.

We appreciate your continued participation in Dental Blue. The direct connection between dental use and insurance coverage helps keep Dental Blue strong and helps you maintain a busy practice through the influx of patients with these different types of coverage. ❖

## Profiles in Service: BCBSMA and Dental Practices Give Back to the Community

### *Dental Blue Team Participates in BCBSMA's Annual Service Day*

More than 3,000 BCBSMA employees, including our Dental Blue team, participated in the second annual Service Day on September 25 to help serve the critical needs of Massachusetts communities. From Springfield to Sandwich, our Blue Crew volunteers provided 16,000 hours at 31 schools, parks, and other community organizations. ❖



Sandra Bushell and Sidonie Parara of our dental claims processing area both volunteered for the American Red Cross.



Dental Network Manager Patzi Peters and BCBSMA associate Tom Righi spent Service Day painting at the Boys & Girls Club of Worcester.

### *Advanced Dental Centers Celebrates 10th Anniversary with Free Day of Care*

Dr. Mohamad Shurbaji of Advanced Dental Centers wanted to do something special to mark his practice's 10th anniversary, so he and his staff came up with the idea of providing free care to local people who might not be able to afford it otherwise.

On September 20, they provided cleanings, sealants, and minor restorative work on a first come, first served basis at their Norwood office. Office Manager Jen Shea says they saw 14 patients ranging from children to elderly, and with a variety of needs.

One mother brought her daughter in for sealants. Another young girl needed bonding to repair a chipped tooth. In addition, Dr. Shurbaji and his staff provided several cleanings and fillings, and an extraction.

"It went very smoothly and it felt very good to give back, especially to people who are without insurance and can't afford care." says Jen. "Everyone left happy!" ❖



Mohamad Shurbaji, DMD, and his staff at Advanced Dental Care held a free day of care for patients in need.

## Profiles in Service: BCBSMA and Dental Practices Give Back to the Community

### *Southcoast Smiles Holds Free Dental Care Clinic*

Saturday, September 22 was an especially busy day at Southcoast Smiles in Seekonk, as Dr. David Ahearn and his staff provided care to more than 150 patients at their fifth annual free dental care clinic. The event was part of a national initiative started by Dentistry from the Heart, a Florida-based non-profit organization dedicated to providing free dental care to those who need it.

“This event focuses on the needs of adults,” says Kim Cosetta, Communications Director for Southcoast Smiles. “For people on a fixed income, dental care often goes on the back burner because they simply cannot afford it.”

A total of 40 volunteers helped provide care to patients, including the elderly and homeless. One patient walked to Seekonk from East Providence, another traveled from Pennsylvania, and two came from Maine.

In addition to Southcoast staff, local vocational school students volunteered, helping with sterilization and moving things along throughout the busy day.

Patients received preventive and diagnostic care, fillings, and extractions. Understanding that many of these patients need additional care, but don't have insurance coverage, Cosetta says they will try to either make financial arrangements with the patients for follow-up procedures



The staff at Southcoast Smiles provided care to more than 150 patients during its Dentistry from the Heart event on Saturday, September 22.



Southcoast Smiles Treatment Coordinator Sandy Duarte prepares to treat patient Daniel J Haas.

they may receive in the future, or they may recommend that the patients seek care at dental schools or colleges, where care can be more affordable.

Each year, individual dentists and practices across the country donate their time and resources to host their own events as part of Dentistry from the Heart. For more information, go to [dentistryfromtheheart.org](http://dentistryfromtheheart.org). ❖

### **Tell Us Your Story!**

If you've had a similar event and would like to share your story, let us know! Call your Dental Network Manager at 1-800-882-1178, Option 4. ❖



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Not registered for our website? Go to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and click on Register Now.

## Scheduling an Office Visit with Your Dental Network Manager

Do you have billing questions you can't resolve over the phone? Or, perhaps you need help with the registration process for our technologies, such as BlueLinks for Providers or Emdeon DPS.

Your BCBSMA Dental Network Manager is available for onsite education visits. They can help

answer claims or billing-related questions, demonstrate technology tools to help your office improve its efficiency, and explain our procedures and policies.

To reach your Dental Blue Network Manager, call 1-800-882-1178, Option 4. ❖

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