

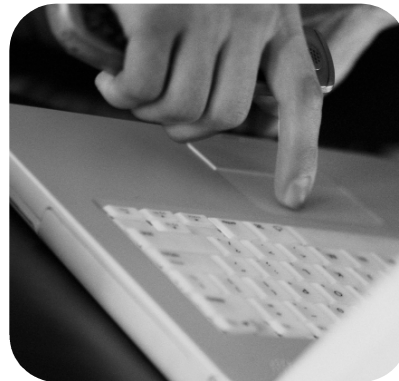
Collaborate ♦ Partner ♦ Support
Focusing on Members' Health

BCBSMA Technologies Can Simplify Claim Processing and Expedite Payments

Electronic Data Interchange (EDI), the structured electronic transmission of data between organizations, offers providers many benefits compared to paper claims processing.

By submitting claims electronically, you can:

- Receive detailed claim reports, including identification of incorrect data so you can fix the problem before submission. This means you'll only submit clean claims to insurers. For example, BCBSMA won't accept a claim for a two-surface restoration without the code and surfaces matching.
- Eliminate postage and mailing supply costs. This decreases time spent on mail and increases time spent with patients. Less paper is also more environmentally friendly.
- Increase accuracy in claim processing, eliminating errors that may occur from manually entering claims.



Receive Payments Directly into Your Preferred Bank Account

Available at no cost to you, PaySpan Health, is a secure, web-based system for tracking and managing payments and claims data.

PaySpan Health allows you to:

- Receive direct deposits into your preferred bank account
- View your Provider Payment Advisories (PPAs) and Provider Detail Advisories (PDAs) online 24/7.

Print copies for your patients when needed.

Search your payment and claims data as far back as 18 months.

Learn More About Our Technologies

For more information on the technologies we offer:

Refer to your Dental *Blue Book*, available on our website. Log on to www.bluecrossma.com/provider and clicking on Resource Center > Admin Guidelines & Info > Blue Books. Then select Section 9: Technology Solutions. Call your Dental Network Manager at 1-800-882-1178, Option 4. ♦

See chart on page 6 to learn how to access PaySpan Health resources on our BlueLinks for Providers Website.

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Receive Dental Focus in Your e-mail Inbox

Did you know you can access *Dental Focus* online before the mail carrier delivers it to your office?

To receive an e-mail from us when the latest issue of *Dental Focus* is available on BlueLinks for Providers, sign up to receive our eNews alerts.

You can also register to receive announcements via e-mail when new *FYIs* and training opportunities become available.

To register for our eNews alerts:

Log on to our website at www.bluecrossma.com/provider Click on Edit My eNews Subscriptions (listed under "Manage My Profile" on the left-hand side of your screen). Select the communications you would like to receive. Click on Save. ♦



Don't Miss Out on Our Upcoming Technology Webinars

Want to learn more about our provider website or how our technologies can save you time and money? Check out one of our upcoming BlueLinks for Providers or Emdeon DPS webinars. You can attend a webinar from your

desk; all you need are a telephone and an Internet connection.

To register, log on to our website at www.bluecrossma.com/provider, select Resource Center>Training & Registration>Course List, then

choose the appropriate course from the Dental menu.

Registered participants will receive an e-mail with access instructions prior to the session. ❖

Name of course:	Description:	Date and Time:
<i>BlueLinks for Providers</i>	Take this webinar for a demonstration of our secure, personalized website.	June 1, 2011 1:30 – 2 p.m. July 6, 2011 1:30 – 2 p.m.
<i>Emdeon DPS: Online Web Tool</i>	Demonstration of this multi-payer website that you can use to access eligibility and benefits and claims status (only for BCBSMA members) Learn tips, techniques, and best practices	June 2, 2011 1:30 – 2 p.m. July 7, 2011 1:30 – 2 p.m.

Medicare Participating Dentists: Fraud, Waste, and Abuse Training Required By December

The Centers for Medicare & Medicaid Services (CMS) requires all Medicare Advantage (MA) and MA Prescription Drug Health Plans to have in place a compliance training and education program, including Fraud, Waste, and Abuse (FWA) training. Medicare participating dental providers and all staff must complete FWA training annually.

As a reminder, be sure to complete your 2011 FWA training by December 31, 2011.

To assist you in completing this training, BCBSMA has worked with HealthCare Administrative

Solutions (HCAS) and its member health plans to assist in streamlining the training process. A website was created that includes a free, online FWA training program for all member health plans to use. Once completed, you only need to attest once per year.

[How to Access the Training and Attestation Link Online](#)

To access the 25-minute training on the HCAS website and attest to its completion:

- Go to www.hcasma.org.
- Select the Solutions tab at the top of the home page and click on Medicare Training.

After completing the training, click on the link that reads ATTESTATION - Attest that you have completed the training.

Print the system-generated confirmation message and retain it for your records. Once you've attested, you'll see the following message: "Your information has been recorded. Thank you."

Questions?

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

Fluoride Level Recommendation Changes for Community Drinking Water

The Centers for Disease Control Fluoride says the fluoridation of drinking water is one of the top 10 greatest public health achievements of the 20th century. This single low-cost and easy to administer public health measure has reduced the incidence of dental caries in children and adults, and has helped to improve the oral health of millions of Americans.

Massachusetts currently has community water fluoridation in 141 cities and towns, predominantly in eastern part of the state. Because fluoride is more accessible from a variety of sources—including fluoride supplements, food and beverages processed with fluoridated water, toothpaste and mouth rinses—the Department of Health and Human Services (HHS) and the Environmental Protection Agency (EPA) have issued new recommendations in the level of water fluoridation.

In a joint press release in January, the HHS and EPA proposed a revision to the recommended fluoride levels for community water systems, saying they want to “ensure the standards and guidelines on fluoride in drinking water continue to provide the maximum protection to the American people to support good dental health, especially in children.”

The standard amount of fluoride in water supplies has been previously recommended to be between .7 – 1.2 milligrams per liter since 1962. One reason for the dosage range adopted was because at that time, there was a significant amount of variability in the amount of water ingested by individuals on a daily basis across the United States.



Current research, however, indicates that the individual consumption of water is more standard than was previously believed. This, along with the accessibility of other fluoride containing products currently available for use, has recently led the recommendation to cap the fluoride level at .7 milligrams per liter in drinking water.

This action is intended to maximize the health benefits of water fluoridation while reducing the possibility of children receiving too much fluoride, which can lead to fluorosis developing on the surface of the teeth. Although fluorosis does not alter the strength of the tooth, it has cosmetic side effects ranging from minor white spots to darker staining with pitting of the tooth surface.

Dr. John Liu, President of the American Academy of Pediatric Dentistry, recently stated, “Parents shouldn’t avoid fluoridated water, which helps form strong teeth, or toothpaste with fluoride to protect teeth that have erupted. Parents need to monitor the amount of toothpaste their children use. A pea-sized amount is the best way to prevent the white spots.”

This action is intended to maximize the health benefits of water fluoridation while reducing the possibility of children receiving too much fluoride, which can lead to fluorosis developing on the surface of the teeth.

Please note that according to the Massachusetts Department of Public Health, there are no public water systems in Massachusetts with naturally occurring fluoride levels that exceed the EPA limits.

Water fluoridation has, and will continue to be a major public health tool in the prevention of dental caries in children and adults. The new recommendations do not question the efficacy of fluoride in helping to prevent dental caries; The HHS and EPA simply wish to refine current recommendations based upon more current scientific information and extraneous use of fluoride by individuals.

Online Resources

To read the notice of the proposed revision to the HHS recommendation, published in the January 13, 2011 *Federal Register*, go to www.federalregister.gov/a/2011-637.

To read the MDPH’s statement about fluoridation, go to www.mass.gov/dph/oralhealth and scroll down to the What’s New section. ❖

Understanding Dental Benefits for Federal Employee Program Members

The Federal Employee Program (FEP) Basic or Standard Option Plans offer their members limited dental benefits, so members often choose to supplement their coverage by purchasing Dental Blue.

Did you know that BCBSMA administers FEP benefits, and under the terms of FEP, the federal government must adjudicate the FEP portion of the claim before BCBSMA can process the Dental Blue portion of the claim? This can add additional time to the claim process.

Only Submit One Claim for the FEP Member's Visit

If your patient is covered under both the Federal Employee Program (Standard or Basic Option) and Dental Blue Healthy Supplement, you only need to submit one claim.

Our claims processing system will automatically process the claim under both plans.

For claims to process accurately and efficiently, be sure to include the "R" at the beginning of the identification number on your claim submission.

Where to Submit Paper FEP Claims

As always, we encourage you to submit your claims electronically whenever possible.

However, if you do submit a paper claim for an FEP member, please send to the same address you send your Dental Blue claims:

Dental Claims Department
BCBSMA
P.O. 986005
Boston, MA 02298. ❖

How to Find More Information Online

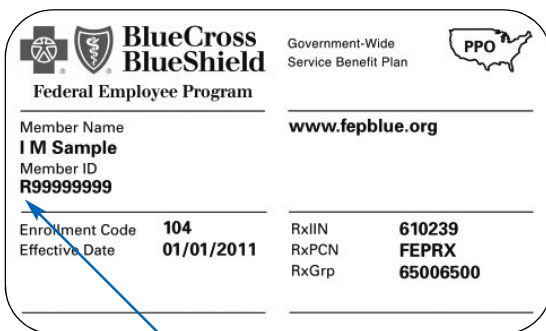
For more information on FEP, Please refer to your Dental *Blue Book*, which is available online:

Log on to our website at www.bluecrossma.com/provider

Click on Resource Center>
Admin Guidelines & Info>
Blue Books
Select Section 8: Federal Employee Dental Plans. ❖

How to Recognize Federal Employee Program Members

Sample FEP Member ID Card



The letter "R" at the beginning of the ID number indicates a Federal Employee Program Member

Enrollment Codes Shown on FEP Member ID Cards

This code:	Indicates that the member belongs to the:
104	Standard Option Individual Policy
105	Standard Option Family Policy
111	Basic Option Individual Policy
112	Basic Option Family Policy

See next page for FEP plan descriptions and information about your reimbursement.

Federal Employee Program Members Have Several Plan Options

FEP Option:	Description:
Standard Option	Federal employees and retirees in this medical plan have some coverage for preventive, diagnostic, and restorative care. The Standard Option is primarily a medical plan and is not intended to provide full dental benefits.
Basic Option	Like the Standard Option, this is a medical plan that includes some limited dental benefits. Federal employees and retirees enrolled in Basic Option have coverage for exams, cleanings, X-rays, and sealants for children up to age 16. There is a \$25 copayment for the evaluation. Services under Basic Option are covered only when rendered by Dental Blue dentists.
Dental Blue Healthy Supplement	Federal employees living in Massachusetts can purchase Dental Blue Healthy Supplement to complement the dental benefits included in their Standard Option or Basic Option medical coverage. The Dental Blue Healthy Supplement provides coverage for preventive dental benefits and fillings.

Dental Blue Providers Are “Preferred” for Federal Employee Program Members

If your patient is covered under:	Then we will pay you the:	And you can bill your patient:
Standard Option	Standard Option fee schedule	The difference between the maximum allowable charge and any payments we make to you.
Basic Option	Dental Blue Maximum Allowable Charge less the applicable copayment	A \$25 copayment up to the oral evaluation allowance, whichever is less.
Standard or Basic Option PLUS Dental Blue Healthy Supplement	Two payments equal to the percentage of coverage allowed under Dental Blue Healthy Supplement for that service: The Standard Option or Basic Option payment, <i>and</i> The difference between the first payment and the percentage allowed under Dental Blue Healthy Supplement	The difference between the maximum allowable charge and any payments we make to you.

Reminder About Treating Members of Blue Cross Blue Shield of Rhode Island

Through our reciprocal agreement with Blue Cross Blue Shield of Rhode Island (BCBSRI), members of BCBSMA and BCBSRI have access to participating dentists in both Massachusetts and Rhode Island.

When you see a member from BCBSRI, your reimbursement is based on your current BCBSMA Dental Blue fee schedule

When you provide services to Rhode Island members, the claims are processed by BCBSRI and are based on the benefits of that plan.

Coverage varies according to the specifics of each member's plan and BCBSRI policies may differ from BCBSMA.

Always send your claims for BCBSRI members to:

BCBSRI
Blue Cross Dental
P.O. Box 219
Providence, RI 02901

Questions?

If you have questions about member eligibility or benefits for Rhode Island members, please call the BCBSRI Dental Provider Line at 1-800-831-2400. ❖

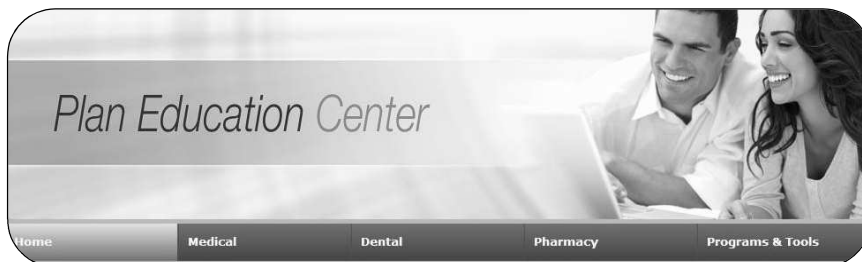
Keep Us Up-to-Date on Changes to Your Practice

Please be sure to notify BCBSMA in writing of the following changes to your practice:

- Practice name
- Address or phone number
- New dentists joining
- Dentists leaving
- Tax status (e.g., new tax ID, name change, etc.).

Because some changes may require a new contract and an updated W-9 form, it may take up to 6-8 weeks to make changes. To access a BCBSMA W-9 Form and application online, log on to BlueLinks for Providers at www.bluecrossma.com/provider and select Resource Center>Forms>Adding a Dentist to Your Group.

If you have questions about any of the documentation we may require, please call your Dental Network Manager at 1-800-882-1178, Option 4. ❖



Visit our online Plan Education Center to find out how we're educating our members about their dental and medical benefits.
Go to www.bluecrossma.com/plan-education.

Want to Expedite Claim Payments? Learn More About PaySpan Health on Our Website

To:	Go to www.bluecrossma.com/provider , then:
Register for PaySpan Health	Click on the blue box Direct Deposit and Online PPAs and PDAs. (You do not need to log in to access this link.)
Access PaySpan Health	Log on and click on Technology Tools>Go to PaySpan Health
View our online webinar about PaySpan Health	Log on and click on Resource Center>Training & Registration>Course List. Under the "All Providers" subheading, select PaySpan Health Webinar.

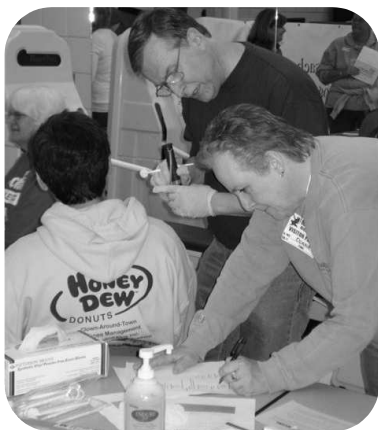
Meet Your Dental Network Manager: Donna Ruvich

For anyone who has met with Donna Ruvich, one thing is clear—this Dental Blue Network Manager is passionate about her work and life.

The long-time South Shore resident and mother of two adult daughters has a creative and entrepreneurial side, baking indulgent desserts that she markets to friends. But dental practices throughout the state know Donna for her commitment to both Dental Blue members and providers.

After nearly 20 years at BCBSMA, Donna says her work is all about building relationships—with dental practices, vendors, and her BCBSMA colleagues.

Like her Dental Blue colleagues, she has spent most of her career in the dental field. Before coming to BCBSMA, she managed dental practices on the South Shore and worked as a dental assistant. In fact, she is still a certified dental assistant.



Donna and her Dental Blue colleagues often volunteer as part of BCBSMA's Blue Crew. Here, she and Dr. Bob Lewando assist at a Special Olympics Special Smiles event.

This knowledge helps her see things from different perspectives and allows her to better assist dental practices.

“This team as a whole has great dental knowledge overall—not just the Blue Cross side,” says Donna. “We understand what our providers want.”

Donna is somewhat of a guardian when it comes to new programs and initiatives at BCBSMA, always looking at the big picture from a Dental Blue perspective.

For example, she's been very involved with the development of BlueLinks for Providers and Emdeon DPS, she guides Dental Blue communications, and she works closely with our partners at BCBS Rhode Island.

One way she supports dental practices is by educating them on the value of our electronic technologies. She helps office staff register for BlueLinks for Providers, instills the use of technologies like Emdeon DPS, and encourages them to participate in seminars and webinars.

Ultimately, Donna wants to help practices run their business as efficiently as possible, and she knows our technologies can help them do that.

“The transition from paper to electronic requires an adjustment,” says Donna. “If a dental practice hasn't used our technologies, they have to take it one step at a time. Once they adapt to it, they love it!”

Donna also feels strongly about Dental Blue's Total Health Solution and our commitment to the overall health of members.



“We listen and do what we can to champion their concerns and be their advocate.”

Donna Ruvich, on how she and the Dental Blue team work with dental practices

During a recent visit with a Brookline practice, she was excited to hear that the practice loves the idea of promoting the overall health of patients, and had integrated the concept into its practice.

Clearly, the most rewarding part of her job is spending time on the road, building relationships with dental practices.

“We've developed this great trust as a team with these offices,” she says. “Our participating dentists know we will be honest with them and don't always have the answers that they are hoping to hear. But we listen and do what we can to champion their concerns and be their advocate.”

If you'd like to contact Donna, please send an e-mail to donna.ruvich@bcbsma.com. ❖



MASSACHUSETTS

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

dentalfocus

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Boston, MA 02215

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Date received: _____

Please route to:

- Dentist
- Office Manager
- Dental Hygienist
- Dental Assistant
- Other: _____

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

For Practices Located in:	Your representative is:
North Shore New Hampshire	Barbara Clark 617-246-9786 Barbara.Clark@bcbsma.com
City of Boston South Shore, Cape Cod and Islands	Maureen Gillis 617-246-9750 Maureen.Gillis@bcbsma.com
Newton, Waban, Waltham, Wellesley, Chestnut Hill, Brookline	Donna Ruvich 617-246-9305 Donna.Ruvich@bcbsma.com
East-central Massachusetts South-central Massachusetts	Nancy Norberg 617-246-9737 Nancy.Norberg@bcbsma.com
Western Massachusetts including the Berkshires, Worcester, and North-central Massachusetts	Tracy Chase 617-246-6089 Tracy.Chase@bcbsma.com

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Provider Education and Communications
Blue Cross and Blue Shield of MA
Landmark Center
401 Park Drive, MS 01/08
Boston, MA 02215-3326

-or-
E-mail the editor at:
focus@bcbsma.com

- Andrew Dreyfus, *President and Chief Executive Officer*
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