

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

## Meet Patzi Peters, BCBSMA's Newest Dental Network Manager

Dental Blue's newest Dental Network Manager, Patzi Peters, may be a fresh face in dental offices, but she is well-recognized across Massachusetts. A 20-year Blue Cross Blue Shield of Massachusetts (BCBSMA) veteran, Patzi has long served as a Network Manager in central Massachusetts, visiting medical offices across the region.

In her new role, Patzi will consult with dental practices in central and western Massachusetts to resolve issues, and she will help them improve the quality of care they provide to Dental Blue patients and work more efficiently with Dental Blue. Patzi says transferring her experience with medical practices to the dental field will be seamless.

"All caregivers—dentists, physicians, or hospitals—have a common goal of



ensuring that the patient receives quality care," says Patzi. "That's why I'm really excited to talk to dentists, hygienists, and office staff about how they can help members of Dental Blue maximize their dental benefits, particularly members who qualify for our Total Health Solution benefits. Getting members to take advantage of these benefits can really lead to better overall health care."

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"I'm really excited to talk to dentists and hygienists about how they can help members of Dental Blue maximize their dental benefits, particularly members who qualify for our Total Health Solution benefits."

Patzi Peters  
Dental Network Manager

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Dental and medical practices have similar challenges, too, such as needing to find ways to reduce their administrative expenses so they can use their resources to care for patients. Because technology can support these efforts, Patzi says she especially looks forward to helping dental offices learn how they can use new administrative technologies to save time and reduce their costs, and

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### Visit Our Booth at Yankee Dental in January!

Save the date for the 37th Yankee Dental Congress, January 25-29, at the Boston Convention & Exhibition Center. This year's theme is "Ride the Wave to Success in Dentistry."

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). ❖



## Let BlueLinks for Providers Work for You

### Don't Miss Out on Our Final Technology Webinars for 2011

Want to learn more about our provider website or how our technologies can save you time and money? Check out our free 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](http://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 webinar:	Description:	Date and Time:
<i>BlueLinks for Providers</i>	Take this webinar for a demonstration of how you can use our secure, personalized website to improve the way you do business with Dental Blue.	December 7, 2011 1:30 – 2 p.m. (Register by December 1)
<i>Emdeon DPS: Online Web Tool</i>	See a demonstration of this multi-payer website, which you can use to access eligibility and benefits and claims status (only for BCBSMA members)  Learn tips, techniques, and best practices	December 8, 2011 1:30 – 2 p.m. (Register by November 30)

### Receive *Dental Focus* and Other Important News in Your e-mail Inbox

Did you know you can read *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](http://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’d like to receive and click on Save.

#### Not Registered for BlueLinks?

If you’re not already registered, go to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and click in Register Now in the blue box on the home page. Or, if you have questions about registering, please call your Dental Network Manager at 1-800-882-1178, Option 4. ❖

## BCBSMA Will Offer New Dental Blue 65 Preventive Plan in 2012

Effective January 1, 2012, BCBSMA will offer a new direct-pay dental plan to Massachusetts residents ages 65 and older. Residents do not need to be a BCBSMA member to enroll, and the network will include all Dental Blue Indemnity participating dentists.

Dental Blue 65 Preventive provides benefits for preventive and diagnostic services listed below, with no deductible or annual maximum.

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



### Benefits Available Through Dental Blue 65 Preventive

Diagnostic:	Preventive:
<ul style="list-style-type: none"> <li>One complete initial oral exam, including initial dental history and charting of the teeth and supporting structures</li> <li>Full mouth X-rays, seven or more films, or panoramic X-ray with bitewing X-rays once every 60 months</li> <li>Bitewing X-rays once every six months</li> <li>Single tooth X-rays as needed</li> <li>Study models and casts used in planning treatment once every 60 months</li> <li>Periodic or routine oral exams once every six months</li> <li>Emergency exams</li> </ul>	<ul style="list-style-type: none"> <li>Routine cleaning, scaling, and polishing of the teeth once every six months</li> </ul>

## HIPAA Version 5010 Implementation is Coming Soon. Are You Preparing?

In preparation for the implementation of HIPAA version 5010, please be sure you're in touch with your vendor, or check with your IT staff on their 5010 preparation status.

All entities conducting electronic claim submissions, claim status requests and responses, eligibility/benefit requests and responses, and claim remittances will be required to use Version 5010 starting January 1, 2012.

### Questions?

To assist you, please refer to our *Frequently Asked Questions* document and other resources available on our website at [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider). From the home page, click on Manage Your Business, then scroll down to the HIPAA Version 5010 section and click on the link. ❖

## Clinical Focus: Licorice Lollipops Show Promise in Fighting Tooth Decay

It is not often that dental staff will tell patients to eat candy to help prevent tooth decay. However, that *is* the case with licorice. Dr. Wenyuan Shi, a microbiologist at UCLA, has developed a licorice lollipop that will help to fight tooth decay.

The process started like most other scientific research. The goal was to find a natural substance that would help to block acid-producing bacteria in the mouth, such as streptococcus mutans, which release acid and can lead to the development of dental caries.

After testing 2,000 herbal compounds alone and in combination with others, the one that seemed the most effective was licorice.

Research has shown that the extract from the plant root used to make licorice candy contains at least two compounds that appear to be potent inhibitors of streptococcus mutans.

The test was to see if streptococcus mutans levels in the saliva could be reduced after the use of products containing licorice. Children were given licorice lollipops several times each week for several weeks. The streptococcus mutans were measured at varying intervals over the course of the study and even several weeks after the study ended.

The results showed that the level of streptococcus mutans remained reduced during the course of the study and remained low for an additional three weeks after the study had ended.

The potential for the use of licorice to prevent cavities is enormous. The proposed regimen would be two licorice lollipops per day for 10 days every three months. Dr. Shi hopes this may be a cost effective way to reduce the likelihood of cavities for children in the United States and in developing countries. Additionally, it may be a cost effective way to treat cavities in the elderly.

The added benefit of the ingestion of licorice root extract is that it seems to target the acid-producing streptococcus mutans bacteria while leaving the good bacteria in the mouth alone. This could have a significant impact on the chance of children under the age of 17 developing a cavity—currently almost 80%.

Licorice will not be the answer in eradicating cavities in children and adults. However, in conjunction with good oral hygiene, the use of fluoride products and dental sealants, a diet with limited sugar, and regular care by a dental professional, the likelihood of cavities can be reduced.



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In addition to its anti-cavity properties, licorice root has been shown to help fight inflammation, viruses, ulcers, and even cancer.

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Licorice is being rediscovered by Western medicine as a rich source of potentially beneficial compounds for a variety of conditions.

In addition to its anti-cavity properties, licorice root has been shown to help fight inflammation, viruses, ulcers, and even cancer. In the case of dental caries, licorice lollipops may be the way to help us lick tooth decay in the future. ❖

To read more about this study, go to  
[www.dentistry.co.uk/news/4307-Liquorice-lollipop-has-tooth-decay-licked](http://www.dentistry.co.uk/news/4307-Liquorice-lollipop-has-tooth-decay-licked)

## Is Your Information or Status Changing? Be Sure to Let Us Know!

As we head toward the end of 2011, we'd like to remind you of BCBSMA's requirements in the event you need to notify us of a change in your name, address, tax ID number, or practice affiliation. Please see chart below for specific requirements.

In addition, please allow us 4-6 weeks to make any necessary changes to our system. If you anticipate any changes that will be effective January 1, 2012, be sure to submit your new information to us as soon as possible.

To reach your Dental Network Manager regarding any of these changes, please call 1-800-882-1178, Option 4. ❖

If You Are:	Follow These Instructions:
Changing your address or legal name	Submit a new <i>W-9 Request for Taxpayer Identification Number</i> form. To download the form from BlueLinks for Providers, log on to <a href="http://www.bluecrossma.com/provider">www.bluecrossma.com/provider</a> and click on Resource Center>Forms>Administrative Forms. Fax the completed form to the attention of your Dental Network manager at 617-246-9397.
Changing your Tax ID Number (TIN)	Your practice will need to be recontracted under your updated TIN. Call your Dental Network Manager for the appropriate paperwork.
Changing your practice affiliation	If you are joining a practice, please contact your Dental Network Manager. She can provide you with the appropriate paperwork based on your current status with BCBSMA and the products in which the office you are joining is enrolled.
Opening a practice	Please call your Dental Network Manager. She will mail you the appropriate paperwork, depending on your current status with BCBSMA and the products for which you wish to enroll.

## Disaster Readiness: BCBSMA Is Prepared to Assist Members and Providers

BCBSMA has undergone extensive planning and preparation to ensure we are able to support our customers in the event of a disaster or emergency. If we are faced with this kind of an unfortunate event, our company is prepared to focus on six priorities:

- Ensuring the safety and well-being of our employees
- Enabling continued access to care for our members
- Maintaining financial stability in order to continue to support care provided to our members

- Providing our members and providers with information
- Recovering and normalizing business operations
- Supporting community-based response and recovery efforts.

These efforts are already having a positive impact on our members and providers. For example, our mobile workforce enables a significant number of our employees to work remotely.

During past winters, this capability has allowed BCBSMA to serve our customers through snow emergencies when many other businesses were forced to close.

You can read more on our disaster readiness efforts online. Go to [www.bluecrossma.com/visitor](http://www.bluecrossma.com/visitor); under the "About Us" menu, choose Disaster Readiness. ❖



## Reminder: Medicare-Participating Dentists Must Complete the Annual *Fraud, Waste, and Abuse* Training by December 31, 2011

If you haven't done so already, please be sure to complete your 2011 Medicare Fraud, Waste, and Abuse Training by December 31, 2011.

### About the Training

The Centers for Medicare & Medicaid Services (CMS) requires all Medicare Advantage (MA) and MA Prescription Drug Health Plans to have 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.

BCBSMA has worked with HealthCare Administrative Solutions (HCAS) and its member health plans to streamline the training process by offering a free, online FWA training program for all member health plans to use. Please note that you will need to complete the training and attest on an annual basis.

### 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](http://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."

### Attestation Option for Larger Practices

If many people in your practice are completing the training, you may elect to submit a *Group Attestation*

*Form* in lieu of attesting at the individual level for each person. To do so:

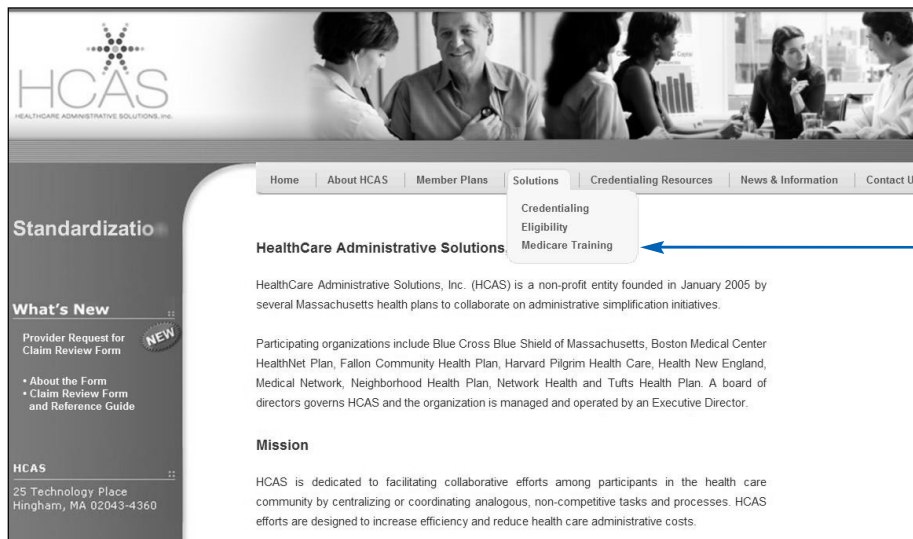
Download the *Fraud, Waste, and Abuse Training Group Attestation Form* (available under the Medicare Training section of the HCAS website).

Complete the form, and create an Excel spreadsheet that includes the required information indicated on the form.

E-mail or fax the completed form and spreadsheet to us according to the instructions on the form.

### Questions?

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



Access the Medicare training by clicking on the Solutions tab on the HCAS home page at [www.hcasma.org](http://www.hcasma.org).

## Thank You To All Dental Hygienists Who Visited 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 2011 Massachusetts Dental Hygienists' Association (MDHA) conference in Natick September 23-24.

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 [www.massdha.org](http://www.massdha.org) ❖



From left: Dental Blue Network Manager Nancy Norberg; Ruthann Zamarro of MDHA; and Dental Blue Network Manager Barbara Clark visit during the September conference.

## Meet Patzi Peters, BCBSMA's Newest Dental Network Manager

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she looks to her experience working with medical offices as a guide.

“When we first introduced point-of-service technology to the medical side, there was great resistance, but within six months, the phone was ringing off the hook from providers who realized how much it could help them,” says Patzi. “Now our online services give practices all the information they need at one time, and they are available 24/7. One of my primary goals is to ensure that all dental offices understand how our administrative technologies can benefit them and their patients.”

Patzi's appreciation of what providers deal with on a day-to-day basis is strengthened by her ongoing volunteer work with Greenwood Street Medical Clinic in Worcester. This clinic, a past winner of a Blue Cross Blue Shield Foundation grant, provides free medical and dental services for all patients, regardless of insurance coverage, using an all-volunteer professional and administrative staff.

Each month, Patzi works at the clinic's patient registration desk. She says in this economy, even people with health insurance may have trouble affording their care, so

she takes pride in what the clinic is able to offer the community. With her Spanish-language fluency, she's often able to help patients feel at ease in the medical system.

Patzi is looking forward to spending time in beautiful central and western Massachusetts, working with dental offices in her new role.

If you'd like to discuss an issue your practice is having, or discover how you can improve your office efficiency, please call Patzi at 617-246-3027. ❖



MASSACHUSETTS

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

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### ROUTING BOX

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. 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. ❖

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
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	Patricia Peters 617-246-3027 Patricia.Peters@bcbsma.com

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