



MASSACHUSETTS

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# dentalfocus Winter 2011

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

## Study Shows That More Employers Are Choosing Dental Blue

A recent survey shows that the dental market is growing in Massachusetts. According to the *2010 Massachusetts Employer Research Report*, which surveyed 250 organizations across a range of industries, nearly nine in 10 employers (87%) who offer health coverage also offer a dental plan—the highest percentage since tracking began in 2002.

So, it's no surprise that Dental Blue® membership has grown steadily over the past several years, as employers are looking to consolidate their medical and dental plans with one company.

Bob Lewando, DDS, Dental Director for BCBSMA, says a major reason for this increase is our ability to evaluate both a member's medical and dental claims to identify potential health issues and coordinate care between the physicians and the dentist.

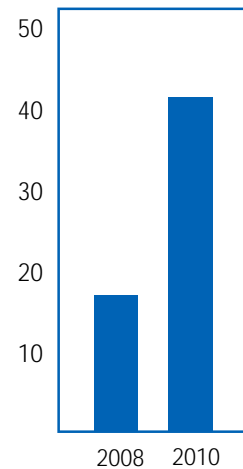


Bob Lewando, DDS

Dr. Lewando noted that BCBSMA's biggest gains in the dental market have come from the company's core base of health plan accounts. Dental Blue's share among these accounts doubled in the past two years from 19% in 2008 to 41% last year.

"Employers are moving to our Total Health Solution, which adds value for employers and members by combining health and dental benefits," Dr. Lewando said. "Most of the other dental plans do not offer health coverage, so Total Health really sets us apart."

Percentage of Employers With a BCBSMA Health Plan That Also Have Dental Blue



Dr. Lewando also credits the dedicated Dental Blue team's high level of service for this growth (see article on page 7). ♦

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### Coming Soon: Dental Blue's Annual Survey of Dental Satisfaction

Our annual survey of dental provider satisfaction will begin in the coming weeks. We randomly selected approximately 1,500 participating dentists to receive the survey. Dental offices will have the option to complete the survey and mail it back to BCBSMA, or the participating dental office will also have the opportunity to complete the survey online.

BCBSMA's Dental Blue program continues to listen and respond to suggestions from our participating dentists. One of the best ways for us to monitor

and improve our performance and service to you and your office is to ask for your candid opinions about the services we are currently providing. Reimbursement, technology enhancements, and customer service improvements are some of the areas touched by your comments and responses.

If you're selected to participate, we hope you'll complete the survey to help us make ongoing service improvements. ♦

## Training Update: Learn How Our Electronic Technologies Can Work for You

If you just started using our provider website or if you want to learn more about how our technologies can save you time and money, try one of our 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 for a session, log on to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and 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:	Course description:	Date:	Time:
<i>BlueLinks for Providers</i>	Demonstration of our secure, personalized website	March 2, 2011 April 2, 2011 May 4, 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 claim status (only for BCBSMA members) Learn tips, techniques, and best practices.	March 3, 2011 April 7, 2011 May 5, 2011	

## Do You Already Use Our Technologies But Need Assistance?

Our technology solutions can help you spend less time on paperwork and phone inquiries and more time doing what you do best—caring for your patients.

Of course, there may be times when you have a question about using these resources.

To assist you in these situations, please refer to the information in the chart below. ❖

If you need help with this technology:	Follow these instructions:
BlueLinks for Providers	Refer to our <i>User Guide</i> online. Go to <a href="http://www.bluecrossma.com/provider">www.bluecrossma.com/provider</a> and click on Help on the top right-hand side of the home page. The <i>User Guide</i> link appears within the first line of text at the top of the page. Call our Help Desk at 1-800-771-4097.
Emdeon DPS	Go to <a href="http://www.emdeodental.com">www.emdeodental.com</a> and click on User Guide, listed under the Payers menu. Contact Emdeon DPS Customer Support by e-mailing <a href="mailto:dentalsupport@emdeon.com">dentalsupport@emdeon.com</a> or calling 1-888-255-7293.
Online Services (for Oral Surgeons)	Call Emdeon Business Services at 1-800-266-2206.
PaySpan Health	Call our Help Desk at 1-800-771-4097.



## Take Advantage of the New *Dental Office Staff Training 2011*

Join Dental Blue Network Managers this spring for one of our new seminars or webinars.

The focus of this year's sessions will be patient-centered dental care. We'll review our Total Health Solutions program and share tips for caring for patients from diverse populations. We'll also provide you with business updates and refreshers on our technologies.

### How to Register

Please register at least one week prior to the session. Log on to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and select Resource Center>Training & Registration>Course List. Under the Dental subheading, choose Dental Office Staff Training 2011.

If you plan to attend a seminar and wish to fax your request to us, please complete the form below and fax this page to the number provided.

Please note that webinars require online registration. ❖

Location:	Date:	Time:
BCBSMA 25 Technology Place Hingham	Monday, March 14	9 - 11 a.m. <i>OR</i> 1 - 3 p.m.
BCBSMA 1500 Main Street, Suite 1800 Springfield	Tuesday, March 15	9 - 11 a.m.
BCBSMA 446 Main Street Worcester	Thursday, March 17	9 - 11 a.m. <i>OR</i> 1 - 3 p.m.
BCBSMA One Enterprise Drive Quincy	Thursday, March 24	9 - 11 a.m. <i>OR</i> 1 - 3 p.m.
Marriott Hotel One Mall Road Burlington	Tuesday, March 29	9 - 11 a.m.
Webinars	Wednesday, March 16	1 - 2:30 p.m.
	Wednesday, March 23	1 - 2:30 p.m.

### TO REGISTER VIA FAX *(for in-person seminars only)*

Please circle the place and time of the seminar you would like to attend, complete the information requested below, and fax this page to K. Pero at 617-246-9397.

Name of Attendee: \_\_\_\_\_

Practice Name: \_\_\_\_\_

Address: \_\_\_\_\_

Best Contact Number: (       ) \_\_\_\_\_

*You will automatically be registered for the session you select, unless you hear from us.*

## Meet Your Dental Network Manager: Nancy Norberg

Dental Blue's membership continues to grow, and an important part of its success is the dedication and experience of our Dental Blue Network Management team. Take Nancy Norberg, for example, who has been with BCBSMA for more than 18 years—first as a clinical reviewer and most recently, as a Dental Blue network manager.

A former certified dental assistant, Nancy graduated from the Forsyth School for Dental Hygienists in 2000. Nancy's background has helped her to understand the needs of dental practices. During a typical office visit to a participating dentist's office, Nancy might help an office administrator register for our BlueLinks for Providers website, explain our Total Health Solutions program, and talk about the administrative technologies offered by Dental Blue.

"One of the reasons Dental Blue stands out is our dedicated customer service team and our dental network managers' personal relationships with dental offices throughout the state," says Nancy.

The most rewarding part of Nancy's job is meeting new people

throughout the state. She spends most of her day visiting dental practices in east and south-central Massachusetts, encompassing more than 1,600 providers. The personal service she provides to the network providers in her territory helps her and the other Dental Blue network managers maintain strong relationships with the plan's dental practices.

"They know our faces, they know our voices, and they know we're available," she said. "They seek us out at the annual Yankee Dental Conference and often ask about an associate in our Dental Information Center who went the extra mile to assist them with an issue. So you see, it's a cooperative effort encompassing our entire dedicated Dental Operations Team."

Nancy especially enjoys presenting at seminars and training events. In addition to Dental Blue events, such as our office staff training, Nancy was asked to speak at a seminar held by the for New England Dental Administrative Team (NEDAT) Study Club in Taunton, MA. The Study Club helps advance the careers of dental



As a volunteer for the Special Olympics Special Smiles program, Nancy Norberg teaches children about proper brushing techniques.

administrative team members. (Learn more about the Study Club at [www.nedatstudyclub.com](http://www.nedatstudyclub.com).)

In addition, through BCBSMA's Blue Crew program, Nancy volunteers with her Dental Blue colleagues for the Special Olympics Special Smiles program and at other events.

If you'd like to meet Nancy, register for one of our upcoming *Dental Office Staff Training* sessions in March (see page 3 for more details).

Or, you can reach her by e-mailing [nancy.norberg@bcbsma.com](mailto:nancy.norberg@bcbsma.com). ❖



## Updated Administrative Manuals Are Now on Our Website

Your 2011 *Dental Blue Book* and *CDT-2011-2012 Dental Procedure Guidelines and Submission Requirements* are now available online. Log on to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and select Resource Center>Admin Guidelines & Info. Then select either Blue Books or CDT Guidelines.

### How to Obtain a Printed Copy of Your *Dental Blue Book*

If you find that you need a printed copy of your dental *Blue Book*, send your request in writing on your office letterhead and include *Blue Book* stock #440255.

Please fax your request to 617-246-5811.

Or, mail your request to:

Forms Management  
Blue Cross Blue Shield MA  
c/o Alger Street Operations Center  
4A Alger Street  
South Boston, MA 02127-2714. ❖

## CDT 2011-2012: New Codes Now Covered by Dental Blue

Every two years, the American Dental Association's (ADA's) Code Review Committee updates the current CDT code set to include revisions, additions, and deletions. Earlier this year, these updates were made available to the dental community for inclusion in the *CDT 2011–2012 Code on Dental Procedures and Nomenclature*.

The CDT 2011–2012 code book can be purchased from the ADA at [www.ada.org](http://www.ada.org). It is important to use the most up-to-date code set so that the procedures being done in your office are being recorded and reported accurately.

To see Dental Blue's administrative guidelines for these services, log on to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider) and click on Admin Guidelines & Info, then select CDT Guidelines. ❖

Three code additions are covered by Dental Blue, effective January 1, 2011 (see chart).

New codes covered by Dental Blue as of January 1, 2011:	When to use this code:
<p><b>D1352: Preventive Resin Restoration in a moderate to high caries risk patient – permanent tooth:</b> Conservative restoration of an active cavitated lesion in a pit of fissure that does not extend into dentin; includes placement of a sealant in any radiating non-carious fissures or pits.</p>	<p>This is new code that came about to describe the clinical situation in a permanent tooth where an active cavitated lesion was present in a pit or fissure that did not extend into dentin. This code also includes placing a sealant in any radiating non carious fissures or pits. It is reserved for individuals determined to be at moderate to high caries risk. If the enamel surface was non-carious, this procedure would be reported as a sealant (D1351). If the caries and the restoration extended into dentin, this procedure would be reported as a one surface posterior resin based composite (D2391).</p>
<p><b>D3354 Pulpal Regeneration – (completion of regenerative treatment in an immature permanent tooth with a necrotic pulp); does not include final restoration:</b> Includes removal of intra-canal medication and procedures necessary to regenerate continued root development and necessary radiographs. This procedure includes placement of a seal at the coronal portion of the root canal system. Conventional root canal treatment is not performed.</p>	<p>This is a regenerative procedure performed on a permanent tooth with a necrotic pulp and incomplete root development. The goal of treatment is to continue root development and to recreate a vital pulp. The sequence of treatment would be D3351 for initial therapy on the non-vital pulp, D3352 for interim treatment, and D3354 for the final stage to achieve pulpal regeneration. If the pulpal tissue was initially vital, an apexification protocol could be used where codes D3351 and D3352 would be used as above, but the final stage of therapy, D3353, would include procedures necessary to place the final root canal filling material. Apexification is a procedure where the goal is to continue root development of the immature root to ultimately allow a root canal treatment to be performed while pulpal regeneration is a new procedure for an immature permanent tooth with a non vital pulp with the goal of sequentially applying intra-canal medication that may help achieve pulpal regeneration.</p>
<p><b>D7251 Coronectomy – intentional partial tooth removal:</b> Intentional partial tooth removal is performed when a neurovascular complication is likely if the entire impacted tooth is removed.</p>	<p>This is a code that can be used to report the partial removal of an impacted tooth, where removal of the whole tooth may cause a problem due to the location of the tooth in relation to the neurovascular bundle. This code should not be used if the intention was removal of the entire impacted tooth but pieces of the impacted tooth remain or when the risk of neurovascular injury in removal of the impacted tooth is not present.</p>

## 2011 Medicare Product Changes Implemented for Dental Services

A number of changes to our Medicare Advantage products (Medicare HMO Blue®, Medicare PPO Blue<sup>SM</sup>), and our Medicare Prescription Drug Plans (Blue MedicareRx) took effect January 1, 2011. (See charts.)

Be sure to look on the top right-hand corner of the member's ID card to determine the type of coverage.

### Not a Medicare Advantage Provider?

If you are not currently participating in Medicare Advantage and would like more information on participating, please call your Dental Network Manager at 1-800-882-1178, Option 4. ❖

### Medicare HMO Blue® Plus Rx (Direct Pay and Group Plans)

Covered dental services:	Copayment:
<p>Covered services include:</p> <ul style="list-style-type: none"> <li>Removal of impacted teeth that are fully or partially imbedded in the bone.</li> <li>Emergency oral exams, when needed.</li> <li>Routine services—limited to one initial oral exam, one periodic oral exam every 6 months, one cleaning every 6 months and one set of bitewings every 6 months.</li> </ul>	<p>The member pays a \$30 copayment for each office visit for covered dental services.</p> <p>For covered outpatient surgery performed in a hospital or ambulatory surgical center, the member pays a \$150 copayment for the surgical visit.</p>

### Medicare PPO Blue<sup>SM</sup> Plus Rx (Direct Pay Plans)

Covered Dental Services:	In-network copayment:	Out-of-network copayment*:
<p>Routine services: limited to one initial oral exam, one periodic oral exam every 6 months, one cleaning every 6 months, and one set of bitewings every 6 months.</p> <p>Removal of impacted teeth that are fully or partially imbedded in the bone.</p> <p>Emergency oral exams, when needed.</p>	<p>The member pays a \$30 copayment for each office visit for covered dental services.</p> <p>For covered outpatient surgery performed in a hospital or ambulatory surgical center, the member pays a \$100 copayment for the surgical visit.</p>	<p>The member pays a \$40 copayment for each office visit for covered dental services.</p> <p>For covered outpatient surgery performed in a hospital or ambulatory surgical center, you pay your \$250 yearly out-of-network deductible, then 20% of the cost.</p>

### Medicare PPO Blue<sup>SM</sup> (Group Plans)

Covered Dental Services:	In-network copayment:	Out-of-network copayment*:
<p>Routine services—limited to one initial oral exam, one periodic oral exam every 6 months, one cleaning every 6 months and one set of bitewings every 6 months</p> <p>Removal of impacted teeth that are fully or partially imbedded in the bone.</p> <p>Emergency oral exams, when needed.</p>	<p>The member pays a \$25 copayment for each office visit for covered dental services.</p> <p>For covered outpatient surgery performed in a hospital or ambulatory surgical center, the member pays 10% of the cost.</p>	<p>The member pays their \$250 yearly out-of-network deductible, then 20% of the cost for office visits for covered dental services.</p> <p>For covered outpatient surgery performed in a hospital or ambulatory surgical center, the member pays their \$250 yearly out-of-network deductible, then 30% of the cost.</p>

\* If you choose to see a Medicare Advantage member and you are not participating in the member's plan, your submission of the claim indicates your agreement to accept the payment received plus the copayment as payment in full.

## A New Year, A Renewed Commitment to Dental Blue Members and Providers

At BCBSMA, our customers (both employers and members) rely on us to provide them with an extensive network of dentists and offer competitive benefits—all at a reasonable premium.

BCBSMA continues to explore ways we can work more efficiently and have been very aggressive in lowering our administrative spending, which accounts for approximately 10% of every premium dollar. For example, over the last four years, our total administrative spending has fallen to the level we saw in 2006.

We'll continue to explore ways we can be more efficient, and we are confident that others in the health care community will do the same. It is a responsibility we all share to make health care more affordable for the community we serve.

To make doing business with Dental Blue easier, we offer the following resources to our members and you:

**Total Health Solutions:** We offer our members Enhanced Dental Benefits (at no additional cost to the member) for those who are diagnosed with diabetes, coronary artery disease, oral cancer, or for women who are pregnant. This helps reduce the barriers to care for our members—your patients. For you, this is an opportunity to deliver evidence-based care that supports the overall health of our members.

**Administrative Technologies:** In conjunction with our technology partners, we offer several technology tools through our BlueLinks for Providers website at no cost to you. This includes direct deposits of your reimbursement through

PaySpan Health, and member benefit and eligibility tools offered through Emdeon DPS. We sponsor your monthly fees for Emdeon DPS, a multi-payer solution, when you register through BlueLinks for Providers and enter the correct partner code.

**Training for you and your staff:** To help you maximize your use of our technology tools, we offer regularly scheduled trainings—such as webinars and audiovisual presentations—that you can view at your convenience.

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

### Oral Health Infection Control Resources Are Available Online

The Organization for Safety, Asepsis, and Prevention (OSAP) is offering a free online course that covers recommended infection control guidelines for dentistry. (You can earn CEU credits by taking a test upon completing the course and paying an associated fee.)

The course covers a variety of topics, including the importance of infection control and avoiding contact with hazardous waste.

To access the course:

Go to [www.osap.org](http://www.osap.org).  
Click on Continuing Education from the menu on the left, then select CDC Guidelines Online Course.  
Click on Access Program Here.

**More Resources from the CDC**

You can also find the latest information on dental infection control issues and evidence-based recommendations on the Centers for

Disease Control and Prevention's website. Simply go to [www.cdc.gov/oralhealth](http://www.cdc.gov/oralhealth) and click on Recommended Infection Control Guidelines for Dentistry. ❖



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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](#).

### Details on Version 5010 Conversion Are on Our Website

HIPAA version 5010 is a new set of standards that regulate the electronic transmission of specific health care transactions, including eligibility, claim status, referrals, claims, and remittances.

All health plans, providers, and clearinghouses that conduct business electronically are preparing to convert to Version 5010, the next HIPAA standard for electronic transactions.

HIPAA will require entities conducting electronic claim submission, claim status requests and responses, and referral and eligibility requests and responses to use Version 5010. All testing must be completed prior to January 1, 2012, when the new 5010 version must be adopted.

BCBSMA is currently developing our provider testing strategy and we expect to begin provider testing in the third quarter of 2011

To help answer your questions, refer to our HIPAA Version 5010 Frequently Asked Questions (FAQs) document, available on our website.

#### How to Find Resources Online

To access our FAQs and links to other HIPAA 5010 resources, log on to [www.bluecrossma.com/provider](http://www.bluecrossma.com/provider), click on Resource Center, then select HIPAA Version 5010 in the blue box on the right-hand side of the page. ❖

dentalfocus is published quarterly for BCBSMA dentists and their office staff. Submit letters and suggestions for future articles to:

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](mailto:focus@bcbsma.com)

- Andrew Dreyfus, *President and Chief Executive Officer*
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