

Collaborate ♦ Partner ♦ Support
Focusing on Members' Health

Make a Clean Sweep This Spring With Our Electronic Technologies

Simplify your administrative processes by using BCBSMA's technologies. Our electronic technologies can help you clear the clutter, improve your office efficiency, and save you valuable time.

At our *Dental Office Staff Training 2010* seminars and webinars this spring, our team of Dental Network Managers shared best practices for using technology to manage BCBSMA patients.

If you weren't able to join us, refer to the chart on page 2 for instructions on registering for an online course. You'll learn:

- ▶ How to incorporate BCBSMA technologies into your workflow
- ▶ Benefits and updates to the coordination of benefits process
- ▶ When and how to submit medical claims
- ▶ Tips for coding and smooth claim processing.

The training takes you through realistic patient scenarios.

Stay Organized with Emdeon DPS

Nancy Suter of Dr. Richard Harrison's dental practice in West Bridgewater knows first-hand the advantages of using technology.

Suter, who attended our March 15 *Dental Office Staff Training 2010* seminar in Hingham, spoke with us about her experience using Emdeon DPS when it was first offered by BCBSMA, and says it has streamlined the way she checks eligibility and benefits.

"I like that it's fast and the benefits are clear. It's easy and always accurate," said Suter, who has been an Emdeon DPS user since BCBSMA first started offering the tool.

Suter says she is better prepared when patients arrive, and she can



use Emdeon DPS to educate patients about their benefits.

"It's nice to be able to print out their information," she said. "Patients appreciate knowing what they're responsible for ahead of time."

With Emdeon DPS, you can:

- ▶ Submit real-time eligibility and benefit inquiries
- ▶ Track claims for multiple payers (if you submit claims electronically)
- ▶ Check benefits and deductibles used to-date for Dental Blue members.

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Go to BlueLinks for Providers for updates on national health care reform and state regulatory initiatives, including the Division of Insurance's 2010 premium rate review decision.

www.bluecrossma.com/provider

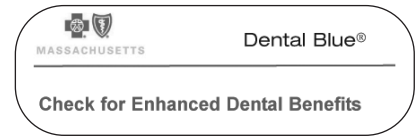
New Stickers Can Help Identify Eligible Enhanced Dental Benefit Members

As you know, BCBSMA offers Enhanced Dental Benefits to members with diabetes, coronary artery disease, or oral cancer*, and members who are pregnant. Now you can identify these patients easier using our handy stickers.

Simply place one of our new Enhanced Dental Benefit stickers on the patient's health history to

flag patients who may have the select conditions listed above. The sticker can serve as a reminder to follow up with your patient during his or her next visit to discuss the importance of oral care on their overall health.

If you would like to receive a supply of stickers to keep on-hand at your office, call your



Dental Network Manager at **1-800-882-1178, Option 4.** ❖

**Enhanced Dental Benefits for members with oral cancer effective as of April 1, 2010 and upon account renewal.*

Have You Joined Our Medicare Advantage PPO Network Yet?

Do you currently participate in Dental Blue's Medicare HMO Blue® network? If so, we invite you to also join our Medicare Advantage PPO provider network.

If you haven't joined either, now may be the time to consider adding Medicare Advantage participation. As membership in our Medicare Advantage plans contin-

ues to grow, particularly with the introduction this year of a new reciprocal network-sharing program among all Blue Medicare Advantage PPO (MAPPO) plans nationwide, joining this network can help your existing BCBSMA Medicare Advantage patients by helping them get the most out of their dental benefits as well as expand your patient roster.

Please note that the services and fee schedule for Medicare Advantage PPO are the same as Medicare HMO.

For questions about our Medicare Advantage networks, please call your Dental Network Manager at **1-800-882-1178, Option 4.** ❖

Make a Clean Sweep This Spring With Our Electronic Technologies

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Improve Your Cash Flow

At a recent seminar, Dental Network Manager Barbara Clark shared a story that highlights how dental practices can benefit from direct deposit.

A dental practice that was closed for vacation for two weeks returned

to find that their claim reimbursement checks had not been delivered. The mail carrier mistakenly delivered them to another office in the same building.

If the practice had direct deposit, that money would have been waiting for them in their bank

account—no lost checks, no waiting, no trips to the bank.

In addition to offering direct deposit, PaySpan Health also provides online Provider Detail Advisories (PDAs) and Provider Payment Advisories (PPAs). ❖

To:	Log on to www.bluecrossma.com/provider and click on Resource Center>Training & Registration>Course List, then:
Register for a <i>PaySpan Health</i> webinar	Select PaySpan Health under the "All Providers" menu
Register for an <i>Emdeon DPS</i> webinar	Select Emdeon DPS under the "Dental" menu
Access the <i>Dental Office Staff Training 2010</i> training course	Select Dental Office Staff Training 2010 under the "Dental" menu and click on the Course Schedule link.

Clinical Focus: The Importance of Oral Health in an Aging Population

One of the largest growing segments of the population in the United States is the group aged 65 and over. In 2004, approximately 12% of all Americans were in this age group; the U.S. Census Bureau expects that number will increase to 20% by 2050.

This population is also growing in Massachusetts. As of 2006, 13% of the state's population was 65 or older, and this number is expected to increase to 21% by 2030. The Massachusetts Department of Public Health (MDPH) 2009 Status of Oral Disease in Massachusetts indicates that 16% of this population is edentulous and 44% have lost six or more teeth.

These figures are not surprising to many of our dental practice partners, who see an increasing percentage of these individuals visiting their practice.

The dental needs of the older population may be different, as they may:

- ▶ Be less likely to have dental insurance and therefore less likely to seek dental services
- ▶ Have medical problems that compromise their oral and overall health
- ▶ Be more likely take medications that may have oral manifestations
- ▶ Face a higher risk of oral cancer, particularly if they smoke and drink.
- ▶ Have more difficulty getting to your office and understanding your recommendations.

As these individuals get older, the tissues in their mouth become less resilient, teeth may become more brittle and receded, and saliva formation may decrease. Recession leads to an increased frequency of cervical decay and an older person may be more prone to periodontal disease.

Many individuals wearing dentures must have them examined for fit and comfort on a regular basis.



Despite the medical conditions, medications, and loss of teeth in the older population, advances in dentistry can address their unique needs. Implants, improved restorative materials, fluoride and chemotherapeutic preventive therapies, and improvements in home care are leading us to an era where all older patients have an increased likelihood of keeping their remaining teeth for their lifetime. ❖

See page 4 for tips on helping your older patients.

Older BCBSMA Patients Can Benefit from Enhanced Dental Benefits

For BCBSMA's Dental Blue and Dental Blue PPO members, our Enhanced Dental Benefits program for members with diabetes, heart disease, or a history of oral cancer* are particularly suited for this older population.

Members with these conditions, which occur in higher numbers in the older population, are eligible to receive additional benefits at no extra cost, such as cleanings,

periodontal maintenance, and scaling and root planing. Members with a history of oral cancer may receive fluoride treatments, cleanings and periodontal maintenance, and prediagnostic oral cancer screenings.

Refer the member to his or her physician to certify their diagnosis by submitting an *Enhanced Dental Benefits Enrollment Form* to us.

Once enrolled in the benefit enhancement, the member may make an appointment with your office for the additional dental care. ❖

**Coverage for members with oral cancer is effective April 1, 2010 and upon account renewal.*

Additional Tips and Resources to Help Your Older Patients

Professionals providing oral health treatment and advice can help these patients by encouraging them to:

- ▶ Use fluoride toothpaste and rinses
- ▶ Brush and floss regularly
- ▶ Use antimicrobial mouth rinses, if indicated
- ▶ Employ additional strategies to increase saliva flow if needed.

Check on your patients' medications and medical history, particularly noting those conditions or medicines that may have oral man-

ifestations. Many medications taken for high blood pressure, immunosuppressive therapy, psychiatric conditions, or seizure disorders may lead to dry mouth or gingival overgrowth.

For those older patients that have caregivers, make sure the caregiver is also aware of the patient's oral health needs.

As with all of your patients, you may suggest moderation in alcohol consumption and discourage them from smoking.

If you have patients who smoke but would like to quit, refer them to **QuitWorks**, a free, evidence-based referral service that connects patients with phone-based counseling to help them stop smoking.

The program is offered by the MDPH, in collaboration with all major Massachusetts health plans. ❖

Refer to These Online Resources

To:	Go to:
Download an <i>Enhanced Dental Benefits Enrollment Form</i>	www.bluecrossma.com/provider ; after logging on, select Resource Center>Forms>Administrative Forms .
Learn more about QuitWorks or to download a referral form	www.quitworks.com
Access oral health resources from the MDPH, including: <ul style="list-style-type: none"> ▶ <i>The Status of Oral Disease in Massachusetts: A Great Unmet Need 2009</i> ▶ <i>Older Adults and Dental Health</i> Fact Sheet 	www.mass.gov/dph/oralhealth

Meet Your BCBSMA Dental Network Manager: Tracy Chase

If your dental practice is in the Berkshires, or north central or western Massachusetts, then you may know Dental Network Manager Tracy Chase.

Part of the Dental Blue team at BCBSMA for almost five years, Tracy spends most of her time on the road visiting dental practices, sometimes averaging 20-30 visits per week. You also may have seen her recently at the *Dental Office Staff Training 2010* seminar in Springfield, where she presented to 30 office staff members from that region.

A Phillipston resident and mother of three daughters, Tracy brings a personal touch to her relationships with dental practices in the region that she serves. She has been a certified dental assistant for 13 years and previously worked at a Greenfield dental practice—an experience that gives her an edge on understanding the needs of Dental Blue providers.

She believes her connection to the central and western parts of the state and her professional background help her maintain positive relationships with dental practices in the region.



Tracy is also pursuing a bachelor's degree in business management at Emmanuel College in Boston and plans on finishing this August.

She recently spoke with *Dental Focus* about her Dental Network Manager role.

Q. What is a typical day like for you on the road?

A. It's a lot of fun. On some days I have scheduled visits and on others, I spend time dropping in to see how I can be of help, such as resolving a claims issue, providing information on upcoming changes, or even helping an office sign up for one of our technology tools, such as BlueLinks for Providers.

Q. What are you hearing out there from providers?

A. Technology is still a challenge. Some providers are afraid to use it, so I try to educate them on how technology can reduce the amount of time they are spending on

administrative tasks and increase the amount of time they can spend with their patients, our members.

Q. What is the most rewarding part of your job?

A. I am very fortunate to be able to represent the part of the state where I live. The biggest advantage to being here is that I can be readily accessible to the dental providers who need my assistance.

Q. Dental Blue membership has increased steadily. Why do you think Dental Blue stands out among dental plans?

A. I think it's the personal human touch. We're not simply a company.

Dental offices know us as people dedicated to working with providers to improve our members' health by providing them with the information that they need to work with our members.

Q. What are you looking forward to most in 2010?

A. I am looking forward to helping dental practices begin and continue to use technology. I can't say it often enough—our technologies can help reduce cost and increase efficiency.

You can reach Tracy by e-mailing tracy.chase@bcbsma.com or by calling 1-800-882-1178, Option 4. ❖

Blue Book and CDT Guidelines Updated on BlueLinks for Providers

We recently updated our online dental *Blue Book* administrative manual and *CDT Dental Procedure Guidelines & Submission Requirements* to reflect benefit changes, such as coverage for composite

resin restorations and enhanced dental benefits for members diagnosed with oral cancer.

A list of changes is posted along with the documents.

To download both documents, log on to www.bluecrossma.com/provider and select **Resource Center>Admin Guidelines & Info.** ❖

Electronic Technology Training Sessions Now Available Online

Learn how BCBSMA technologies can work for you by taking our online training webinars. You can attend a webinar from your desk; all you need are a telephone and an Internet connection. Registered

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

To register for a session, log on to www.bluecrossma.com/provider

and select **Resource Center> Training & Registration>Course List**, then choose the appropriate course from either the Dental or All Providers listings. ❖

Name of course:	Course description:	Date and time:
PaySpan Health: Electronic Payment System	<ul style="list-style-type: none"> ▶ Learn how to use the site to find detailed information on your processed claims ▶ Get tips on posting payments, reading and using the electronic Provider Detail Advisories and Provider Payment Advisories, and using the tool for direct deposit of your reimbursement 	<ul style="list-style-type: none"> ▶ Wednesday, June 16 10:30 - 11 a.m.
BlueLinks for Providers	New to BlueLinks for Providers? Take this webinar for a demonstration of our secure, personalized website.	<ul style="list-style-type: none"> ▶ Wednesday, June 2 1:30 - 2 p.m. ▶ Wednesday, September 1 1:30 - 2 p.m.
Emdeon DPS: Online Eligibility and Benefit Tool	<ul style="list-style-type: none"> ▶ A 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 	<ul style="list-style-type: none"> ▶ Thursday, June 3 1:30 - 2 p.m. ▶ Thursday, September 2 1:30 - 2 p.m.

Details on Conversion to HIPAA Version 5010 Now Available on Our Website

All health plans, providers, and clearinghouses who conduct business electronically are preparing to convert to the next Health Insurance Portability and Accountability Act (HIPAA) standard for electronic transactions—Version 5010.

All entities that conduct electronic claim submission, claim status

requests and responses, and eligibility requests and responses, will be required to use Version 5010.

Since all testing must be completed by January 1, 2012, when the new 5010 version must be adopted, we encourage you to begin testing with your business partners by early 2011.

To help you prepare, we've added helpful links to our provider website. Log on to www.bluecrossma.com/provider, click on **Resource Center**, then click on **HIPAA Version 5010** in the blue box on the right-hand side of the page. ❖

Delivering on Our Promise to Put Our Members' Health First

The passage of health care reform was historic—first in Massachusetts, then nationally. While questions remain about the impact of health care reform on a state and national level and the changes that lie ahead, one thing remains the same—our commitment to always put our members' health first.

One way we deliver on this promise is through our secure member website called Member Central. Recently enhanced, Member Central empowers our members with tools to help them make important health care decisions, and to help them get the most out of their plan.

Everything Our Members Need—All in One Place

Member Central is designed to engage our members in the resources available, helping them to become more involved in their own health care. Through the site, registered members and covered family members have immediate access to benefit and claim information.

They can:

- ▶ Look up copayments
- ▶ Search for a dentist or other provider using Find a Doctor
- ▶ Download a *Dental Claim Form* or *Enhanced Dental Benefit Enrollment Form*
- ▶ Order an ID card
- ▶ Create a personal health record
- ▶ Manage their health reimbursement and health savings accounts
- ▶ Look up pharmacy coverage and potential savings
- ▶ Track medication history



- ▶ Update their contact information
- ▶ See personalized messages based on their data, read the annual member newsletter, and sign up to receive news and updates via e-mail
- ▶ Access money-saving benefits and wellness resources.

Empowering Our Members to Be More Involved in Their Overall Care

Now more than ever, our members—especially those in high-deductible plans—are looking for ways to get more from their health care. They look for resources and information to help make more educated, high-quality, and cost-effective decisions.

Through Member Central, members can access interactive cost and quality tools, including:

- ▶ **Coverage Advisor:** Allows members to compare estimated out-of-pocket costs of BCBSMA plan options before making a selection.

- ▶ **Treatment Cost Estimator:** Available through a link to the BCBS Association's website, this tool allows members to explore typical costs for 21 categories of medical conditions, including certain oral conditions. It includes a glossary that explains medical terms, conditions, and potential treatments.
- ▶ **Hospital Advisor:** Allows members to quickly and easily create a comparison of hospitals near their home or work.

How You Can Help

Encourage your Dental Blue® patients to take advantage of Member Central. They can go to www.bluecrossma.com/membercentral to complete the quick and easy registration process. Within minutes, they'll have access to tools to help them become more engaged in their health care. ❖



MASSACHUSETTS

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dental**focus**

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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 telephone? Or perhaps you want someone to help with the registration processes for our technology tools, such as BlueLinks for Providers or Emdeon DPS.

Your 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 BCBSMA procedures and policies. ❖

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Western Massachusetts including the Berkshires, Worcester, and North-central Massachusetts	Tracy Chase 617-246-6089 Tracy.Chase@bcbsma.com

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