

## Total Health Solution Resources Are Now Centralized on Our Website

As a provider of both dental and medical insurance, Blue Cross Blue Shield of Massachusetts (BCBSMA) is proud to have a multi-faceted program designed specifically to support our members and providers in making the connection between oral health and overall health.

Through our Total Health Solution program, we're able to identify dental members who might benefit from our oral health programs and offer additional condition-specific benefits to members with diabetes, coronary artery disease, and oral cancer, and to members who are pregnant.

To help your practice have easy access to valuable Total Health Solution resources, we've created a centralized page on our BlueLinks for Providers website.

From this single location, you can access a variety of resources with just a click, including:

The Total Health Solution section of our *Blue Book* manual, which describes the program and offers tips on identifying members who may be eligible for Enhanced Dental Benefits

Our *Dental Blue Total Health Solution* brochure, which provides an overview of our Enhanced Dental Benefits for members diagnosed with diabetes, coronary artery disease, or oral cancer, and members who pregnant

Our Online Ordering Tool, where you can request *Dental Patient Education Tear-Off Pads* to help you educate your patients on our Enhanced Dental Benefits.



Condition	One Cleaning or Periodontal maintenance visit every 3 months	Periodontal Scaling and Root Planing every 24 months*	Oral Cancer screening every 6 months	Fluoride treatment every 3 months
Diabetes	■	■		
Coronary Artery Disease	■	■		
Pregnancy	■	■		
Oral Cancer	■		■	■

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## Have Dental Focus Delivered Right to Your 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:

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 would like to receive.

Click on Save. ♦



## Changing “My Links” Preferences on BlueLinks for Providers

The My Links feature on the BlueLinks for Providers home page keeps track of your most frequently visited links on our website. My Links is located on the bottom left-hand side of the screen and can be accessed from any page in our site.

To edit the links, log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and:

Click on the pencil icon under the My Links section.

Select up to five categories that you would like to have listed by clicking on the box next to each category.

Scroll down and click Save, then click OK.

You'll then return to the home page and the My Links list will be updated with your new preferences.

### Questions About Using BlueLinks?

For more tips on using our website, please refer to the *User Guide*. Click Help in the top right-hand corner of the home page, then click on User Guide.

### Not Registered for BlueLinks?

Don't miss out on all the benefits our website has to offer. Become a BlueLinks user today by going to [bluecrossma.com/provider](http://bluecrossma.com/provider) and clicking on Register Now in the blue box. ♦

After logging on to BlueLinks for Providers, you'll find the My Links feature on the left-hand side of the home page.



## Clinical Focus: The Choice of Restorative Materials Is up to You and Your Patients

Dentistry has come a long way in terms of restorative options available to patients.

Teeth lost to periodontal disease or caries are now being saved, and patients once faced with edentulism now have many restorative options to save and rebuild their dentition.

Years ago, a missing tooth had to be replaced by a bridge or a partial denture; now it can be restored with an implant, keeping the non-restored adjacent teeth intact. The cavity that was once restored with amalgam can now often be replaced with a direct or indirect composite resin, thanks to advances in the strength and durability of the resin material.

So, what is the future of dental amalgam in the changing and expanding roles of restorative materials?

Dental Blue claims data show that amalgam is still a popular option for the multi-surface restoration of posterior teeth, but its use is declining. Resins are used most frequently on posterior teeth when the size of the restoration is small, the number of surfaces is limited, and the wear on the restoration is not expected to be excessive. As the size of the posterior restoration needed becomes larger, the more likely the treatment decision will be amalgam.

The specific clinical situation dictates the appropriate treatment and restorative material that will help to make the patient whole.

The dentist needs to evaluate the amount of tooth structure that will need to be removed to make an amalgam restoration retentive compared to

the probably lesser amount needed for a resin restoration due to its adhesive properties. Additionally, the ability to isolate the treatment area from moisture will have an impact on the success of the restoration placed. Resin placement is only successful in a field with excellent moisture control.

### Dental Blue's Coverage of Posterior Resin Restorations

In the past, our members were concerned that posterior resin restorations were not covered the same way a comparable amalgam restoration would be. The amalgam was covered as a standard benefit, but the resin was not. This put dental providers in a difficult situation—placing a restoration they felt was appropriate, while putting members in the position of not receiving the insurance coverage.

We're happy to say that since 2010, Dental Blue has been covering posterior resin restorations as a standard benefit under most circumstances. That leaves the choice between amalgam or resin restoration up to you and your patient—our member.

Another concern among dentists and our members is the safety of amalgam restorations, as they contain a mixture of mercury and silver alloy. The American Dental Association Council on Scientific Affairs states, "Dental amalgam is considered a safe, affordable and durable material that has been used to restore the teeth of more than 100 million Americans."

Recognizing there may be different views about this, Dental Blue allows the provider and the member to make the decision about which restorative material to use.



Additionally, some dental offices no longer use amalgam as a restorative material. With Dental Blue coverage of posterior resin, the member is no longer put in the position of having to pay a larger portion of the total cost.

Running a dental practice is a difficult job. You have many decisions to make concerning the welfare of your patients and how the needed treatment will be scheduled.

Dental Blue's goal is to help keep this treatment decision between you and your patients, without any economic barrier getting in the way of the treatment recommendation.

After all, you have enough to do. ❖

## BCBSMA Is Offering New Dental Blue 65 Preventive Plan

As a reminder, BCBSMA offers a new dental plan—Dental Blue 65 Preventive—to Massachusetts residents ages 65 and older. The new plan went into effect January 1, 2012.

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 the preventive and diagnostic services listed in the chart 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:
<p>One complete initial oral exam, including initial dental history and charting of the teeth and supporting structures</p> <p>Full mouth X-rays, seven or more films, or panoramic X-ray with bitewing X-rays once every 60 months</p> <p>Bitewing X-rays once every six months</p> <p>Single tooth X-rays as needed</p> <p>Study models and casts used in planning treatment once every 60 months</p> <p>Periodic or routine oral exams once every six months</p> <p>Emergency exams</p>	<p>Routine cleaning, scaling, and polishing of the teeth once every six months</p>

## Important Reminder: Updated Fee Schedules Are Available Online

The updated Dental Blue Maximum Allowable Fee Schedule for your region and specialty and the PPO fee schedule are now available on our BlueLinks for Providers website.

As we communicated in our October 2011 *F.Y.I.*, we are not sending a separate mailing with the updated 2012 fee schedules, so we encourage you to go to our website.

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

If you need technical assistance accessing your fee schedule, please call our Provider Self-Service team at 1-800-771-4097.

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



## Thank You for Visiting With Us at This Year's Yankee Dental Conference

Yankee Dental always presents the perfect opportunity for us to connect with dentists and their staff, and this year was no different. Throughout this year's conference in January, many of you stopped by our booth to meet with your Dental Network Manager.

We enjoyed meeting with you and sharing information about Dental Blue's Total Health Solution program—our education, targeted outreach, and condition-specific services we offer our members to

demonstrate the important connection between oral health and overall health.

In addition, we appreciate the positive feedback you shared about your experience with the Dental Blue team.

If you weren't able to stop by our booth and would like to connect with your Dental Network Manager, please call 1-800-882-1178, Option 4. (See page 6 for a listing of representatives for your region.) ❖



Pictured at this year's Yankee Dental conference, from left: Dental Network Managers Barbara Clark, Maureen Gillis, and Patzi Peters, along with Lee Ann Mitchell, Director of Dental Network Management.

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The *Enhanced Dental Benefits Member Self-Enrollment Form*, which your patient—the Dental Blue member—can use to have his/her doctor certify a diagnosis of one of the conditions listed previously.

### Where to Find the Total Health Solution Page

Finding this page is simple. Just log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and click on the Total Health Solution Program link on the right-hand side of the home page.

### Questions?

If you have questions about our Total Health Solution program, please call your Dental Network Manager at 1-800-882-1178, Option 4. ❖

A screenshot of the BCBSMA provider website. The header features a 'WELCOME ROI' banner. The main content area is divided into several sections: 'Changes to Medical Security Program Health Insurance Administration', 'Effective on January 1, 2012, Blue Cross Blue Shield of Massachusetts (BCBSMA) will no longer administer benefits for the Medical Security Plan (MSP)...', 'New Form for Submitting Appeals to BCBSMA and Other Payers', 'Both the Request for Claim Review Form and its accompanying Reference Guide are available on the HCAS website.', and 'Walgreens Has Terminated Its Agreement with Express Scripts'. On the right side, there is a vertical sidebar with links to 'ICD-10 Resource Center', 'Total Health Solutions Program' (highlighted with a blue arrow), 'Welcome New Providers!', 'BlueCard Program', and 'Direct Deposit and Online PPAs and PDAs'. The bottom of the sidebar has a 'Log in to PaySpan Health' link.

Check out our new Total Health Solution page on BlueLinks for Providers.



MASSACHUSETTS

Blue Cross Blue Shield of Massachusetts is an independent  
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dental**focus**

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- ☐ Dentist  
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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. ❖

For Practices Located in:	Your representative is:
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City of Boston, South Shore, Cape Cod, and Islands	Maureen Gillis 617-246-9750 Maureen.Gillis@bcbsma.com
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