

Collaborate ♦ Partner ♦ Support
Focusing on Members' Health

Dental Offices Get the Latest Updates at Recent Office Staff Trainings

Practice managers and support staff from dental offices across Massachusetts attended our recent Dental Office Staff trainings.

Attendees had a chance to network with peers and learned about:

- ♦ **National and local health care reform.** We discussed what it will mean for Massachusetts residents who will soon have access to dental benefits in all plans offered through the Health Connector.
- ♦ **Information about our plans and products.** We explained the differences between Dental Blue Freedom, Federal Employee Program plans, and Dental Blue 65 Preventive.
- ♦ **CDT 2013.** We reminded practices to update their software to reflect this year's updates to codes. Keeping up on coding helps ensure smooth, efficient claims processing.

We also reminded practices about our Total Health Solution program and the resources we make available to dental offices to support the connection between oral and overall health.

Attendees at the April training session said that their dental hygienists use our member education tools to share information with their patients about Enhanced Dental Benefits.

Blue Cross Blue Shield of Massachusetts staff provided an overview of our available technologies to demonstrate the value of self-service tools you can access 24/7. One such tool is PaySpan, which gives practices online remittances and direct deposit of your reimbursement.

One participant raved about PaySpan, "It's wonderful. The money's in the bank; you [the practice manager] just post it and print it out."



Attendees at the April 24 Office Staff Training.

If you were unable to attend an in-person session, you can view and listen to it on our website after June 7. We're also hosting webinars throughout 2013. Learn more by logging on to our website at bluecrossma.com/provider and selecting **Resource Center > Training & Registration**. From the **Course List**, select **Dental Office Staff Training 2013**. For questions, contact your Dental Network Manager (*see back page for contact information*). ❖

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In Brief: Our Associate Code of Ethics is Now Online

Blue Cross Blue Shield of Massachusetts and its Board of Directors, management, associates and business partners are committed to doing business with honesty, integrity and respect for the law. We created The BluePrint, a code of ethics and conduct for our employees, business partners and providers which serves as a guide for our employees to the laws and company policies that affect our business.

To view the BluePrint, visit bluecrossma.com/provider and select **Our Commitment to You**.

The BluePrint covers topics including:

- ♦ Conflicts of interest
- ♦ Records retention
- ♦ Reporting violations of policy or law

While we are required to share this compliance information with providers who care for our Medicare Advantage members, we decided to make it available to our entire network.

As a reminder, please report issues of non-compliance, fraud, waste, or abuse through our 24/7 anonymous hotlines. **Compliance hotline: 1-800-554-6390, Fraud Hotline: 1-800-992-4100.** ❖

Coding Claims for Fluoride Application with D1208

As you know, the American Dental Association (ADA) updated its CDT 2013 Dental Procedure Codes, and use of these new codes is now required for claim submissions for dates of service starting January 1, 2013. Under CDT 2013, codes D1203 (topical application of fluoride – child) and D1204 (topical application of fluoride – adult) have been replaced with a single code, D1208 (topical application of fluoride). The ADA no longer differentiates between child and adult by code.

For this, please use procedure code D1206 (topical application of fluoride varnish).

You can obtain a complete copy of Dental Blue’s updated *CDT Dental Procedure Guidelines and Submission Requirements* by logging on to bluecrossma.com/provider and selecting **Resource Center> Admin Guidelines & Info** and clicking on the link for **CDT Guidelines**. ❖

Procedure code D1208 does not include application of fluoride var-

Use Dental ID, not SSN, When Submitting Claims

As a reminder, we eliminated Social Security numbers from our member IDs several years ago and issued cards with new IDs. Please be sure to use the ID found on the member’s card, including any alpha prefix, when submitting claims for dental services. This will ensure that your claims process in a timely manner and reduce the potential for denied claims. ❖

Use the Correct Identification Number on FEP Claims to Avoid Rejections

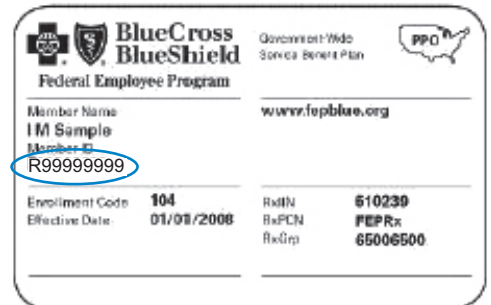
Federal Employee Program (FEP) members have IDs that begin with the letter R followed by eight digits (e.g., R#####).

or the patient is not a member of Blue Cross and Blue Shield of Massachusetts. Please resubmit the claim with the identification number as it appears on his or her ID card.

Starting on September 20, 2013, if you submit a claim for an FEP member using any number other than the correct one listed on the ID card, the claim will deny with message code E627:

When our members come in for care, please be sure to ask for their current ID card and verify your records. Or, use our technologies to check benefits and eligibility, and update your records with their most current insurance information and ID. ❖

Either this claim has been submitted under the wrong identification number,



If you submit an FEP member claim using a format other than the one shown above, your claim will reject.

Dental Blue Freedom Members Can See Dental Blue® & Dental Blue® PPO Dentists

We’d like to address recent confusion regarding members with the Dental Blue Freedom plan.

can see members who have Dental Blue Freedom.

Dental providers participating in Dental Blue and Dental Blue PPO

Your reimbursement for covered services for these members depends on your network participation as shown in the chart below.

Questions?

If you have any additional questions about Dental Blue Freedom, please call your Dental Network Manager at **1-800-882-1178**. ❖

If you participate in:	Reimbursement is based on your:
Dental Blue only	Dental Blue fee schedule
Dental Blue PPO only	Dental Blue PPO fee schedule
Dental Blue and Dental Blue PPO	Dental Blue PPO fee schedule

Clinical Focus: The Risk of Dental Disease

Not so very long ago, dentistry was much simpler. You went to the dentist only when pain became unbearable, and the dentist would fill or pull the tooth. The concept of the routine dental visit began in the 1950s, promoted in part by a television commercial for Ipana toothpaste featuring a Disney character called Bucky Beaver. This commercial helped educate the public to see their dentist on a regular basis regardless of whether they were having a problem or not.

Luckily, the idea of seeing a dentist twice a year was being promoted at a time of progress in other areas of dentistry, including better restorative materials and the use of fluoride to help prevent or manage dental disease. The dentist could not only check for cavities and periodontal disease, but also institute preventive and earlier interventional services.

Dentistry technology and research continue to develop rapidly. New research suggests that each patient is different in their needs, and that the

old guideline of twice a year needs updating for certain patients. Just as a medical doctor asks a patient to return at varying intervals depending on the problem, there is a need for dental recall visits to match the patient's specific health issues.

Periodontal patients and those with certain medical conditions, such as diabetes or heart disease, should be seen more regularly to allow the dentist to help them manage their condition with good oral health.

BCBSMA's Total Health Solutions program differentiates the varying needs of patients by offering coverage for additional services. Extra cleanings, periodontal maintenance visits, and other non-surgical periodontal treatment for qualifying members are covered with no deductible, co-insurance, and outside the member's annual maximum. The member can use their full dental benefit for the other dental services.



Robert Lewando, DDS, Executive Director, Dental Blue

It has been nearly 60 years since the Ipana commercial advised consumers to see a dentist twice a year. Today, we need to educate patients of the need to let their dentist assess their level of risk. Risk assessments are becoming more prevalent in dentistry for both caries and periodontal disease. As consensus develops around specific risk assessments for these two diseases, both the dental community and dental insurance will need to adapt to better respond to the unique health-care needs of the individual. ❖

Provider News Going Paperless in 2013

Through BCBSMA's Environmental Impact program, we seek to improve the health of the communities where we live and work by measuring and reducing our corporate environmental footprint. That's why we are actively working to reduce our paper and energy use.

As part of this commitment, starting this fall, we will no longer print and mail *Dental Focus*. Instead, we'll provide news and updates on our provider website and via email.

By eliminating our provider newsletters, we can annually:

- ▶ Save approximately 1,472 trees
- ▶ Reduce carbon dioxide emissions by 343,000 pounds, equal to taking 31 cars off the road
- ▶ Avoid creating 117,000 pounds (4 garbage trucks full!) of waste.

We will provide more details on this exciting change in the coming months. ❖





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Not registered for our website? Go to 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 our provider website or Emdeon DPS.

answering claims or billing-related questions, receive a technology tool demo, or get an explanation of our procedures and policies. ❖

Your BCBSMA Dental Network Manager is available for onsite education visits. Get help

For Practices Located in:	Your representative is:
City of Boston North Shore New Hampshire	Barbara Clark 617-246-9786 Barbara.Clark@bcbsma.com
East-central Massachusetts South-central Massachusetts South Shore, Cape Cod, & Islands	Nancy Norberg 617-246-9737 Nancy.Norberg@bcbsma.com
Western Massachusetts, Berkshires, Worcester, and North-central Massachusetts; universities; and Rhode Island	Patricia Peters 617-246-3027 Patricia.Peters@bcbsma.com

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