

Collaborate ♦ Partner ♦ Support
Focusing on Members' Health

Training Update: Learn What Our Electronic Technologies Can Do 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, take one of our upcoming *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. 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 the Dental menu. ♦

Name of course:	Course description:	Date and time:
<i>BlueLinks for Providers</i>	<ul style="list-style-type: none"> ▶ Demonstration of our secure, personalized website 	<ul style="list-style-type: none"> ▶ September 1, 2010 1:30 - 2 p.m. ▶ October 6, 2010 1:30 - 2 p.m. ▶ November 3, 2010 1:30 - 2 p.m.
<i>Emdeon DPS: Online Web Tool</i>	<ul style="list-style-type: none"> ▶ 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. 	<ul style="list-style-type: none"> ▶ September 2, 2010 1:30 - 2 p.m. ▶ October 7, 2010 1:30 - 2 p.m. ▶ November 4, 2010 1:30 - 2 p.m.

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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 *FYI.s* and training opportunities become available.

To register:

- ▶ Log on to our website at 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**. ♦

Special Olympics Inducts BCBSMA into the Hall of Fame

BCBSMA has earned a very special honor from the Special Olympics of Massachusetts (SOMA). On May 11, 2010, BCBSMA was inducted into SOMA's Hall of Fame. Joe Errante, DDS, BCBSMA's Dental Director, accepted the honor on behalf of BCBSMA.

SOMA, the champion for people with intellectual disabilities, noted that BCBSMA has contributed more than \$300,000 since 2005—more than any other corporate partner. In addition, BCBSMA volunteers have spent hundreds of hours at SOMA athletic events, from supporting volleyball matches to closing ceremonies.

BCBSMA dentists and hygienists also have provided screenings and referrals to SOMA athletes through



Dental Blue volunteers help out during the Cape Cod School Day Games on May 28.

the group's Special Smiles program. In May, members of our Dental Blue® team volunteered at the Cape Cod School Day Games in Mashpee.

People with intellectual disabilities can face barriers to dental care. BCBSMA is proud to support SOMA as part of our mission to ensure access to care and to promote a healthy lifestyle. ❖

Trend Continues of Strong Satisfaction Among Dentists, Office Staff

Dental provider satisfaction with BCBSMA remains strong in 2010. As in last year's survey, nine in 10 providers said they would recommend Dental Blue® to other dentists, and a similar proportion say they would recommend the plan to their patients.

Provider overall satisfaction with claims processing, service representative call handling, and problem handling is on par with the previous two years, while satisfaction with Dental Blue's communications has improved by five points since 2009. In 2010, nearly all providers report that service and support from Dental Blue either stayed the same or improved, telling us providers

have come to expect a consistent level of service from Dental Blue.

Nearly all providers surveyed agreed that oral health is an important part of overall health; however, approximately 20% said they were not familiar with our Enhanced Dental Benefits. We look forward to communicating more about this valuable benefit we offer to our members.

"We're proud to have improved providers perceptions of our service to such high levels," noted Joseph Errante, DDS, BCBSMA's Dental Director. "But we always welcome direct provider feedback on ways that we can continue to improve. I hope all dentists will

take advantage of the opportunity to talk to their Dental Network Manager about ways that we can continue to support them as they care for our member's oral health."

Overall, provider perceptions of Dental Blue compared to other dental plans remain similar to a year ago. The vast majority of providers perceive Dental Blue as either better than or about the same as other dental plans in all six areas measured (related to coverage, reimbursement, and plan interaction).

To reach your Dental Network Manager, call 1-800-882-1178, Option 4. ❖

QuitWorks Doubles Your Patients' Chances to Quit Smoking for Good

After smoking for 44 years and trying to quit numerous times, Corinne's life changed forever the day her provider recommended QuitWorks. Eighteen months later, she still has not had a cigarette.

"My counselor was there for me—not just for the first phone call, but continually checking in on me," said Corinne. "She made me aware of what I was going to be feeling, so there were no surprises."

As a first line of defense, dentists and dental hygienists are in a unique position to have a significant impact on patients who use tobacco. After talking with your patients about the negative effects of tobacco use on oral health,

QuitWorks provides you with a valuable tool to help your patients double their chances of quitting smoking for good.

QuitWorks is a free, evidence-based fax referral service developed by the Massachusetts Department of Public Health in collaboration with all major Massachusetts health plans. It connects patients with phone-based counseling to help them stop smoking.

Now until June 30, 2011, patients newly referred to QuitWorks will receive a free, two-week supply of nicotine patches*.



More information and downloadable referral forms are available at www.quitworks.com or by contacting Elena List at **508-856-4427** or elena.list@umassmed.edu. ❖

* *QuitWorks will conduct a medical eligibility screening on all patients.*

Updated Training Is Available for Oral and Maxillofacial Surgeons

Our *2010 Oral Surgery Presentation* for oral and maxillofacial surgeons shows you how our technologies can help save you time and enhance your ability to collect reimbursement faster and more easily.

Learn how to:

- ▶ Use PaySpan Health to receive direct deposit and to find detailed information on processed claims

- ▶ Use Emdeon DPS, a multi-payer solution for dental transactions
- ▶ Use Online Services for medical eligibility inquiries
- ▶ Identify and submit claims for out-of-area members.
- ▶ Find resources on BlueLinks for Providers that are especially useful for oral surgeons

To access the presentation, log on to www.bluecrossma.com/provider, click on **Resource Center> Training & Registration> Course List**, then select **2010 Oral Surgery Presentation** from the **Dental** menu. ❖

Clinical Focus: Educating Medical Professionals About Children's Oral Health

The Centers for Disease Control & Prevention reports that tooth decay (dental caries) is the most common chronic infectious disease in children in the United States and five times as common as asthma. It affects nearly 60% of children and has gotten worse, increasing 15% among children ages two to five between 1994 and 2004 (Pew Children's Dental Campaign). As with any chronic disease, prevention is key.

Since oral health is an important component of a child's overall health and development, BCBSMA has used our physician newsletter—*Provider Focus*—to underscore the importance of an early referral to a dental provider for our participating pediatric health care providers.

Pediatricians and other pediatric health care providers see babies and infants more regularly in their offices than a dentist, so it is important for the physician to be aware of the importance of the child's oral health.

The American Academy of Pediatric Dentistry (AAPD) has recommended establishing a "dental home" by the child's first birthday, similar to the American Academy of Pediatrics' concept of a "medical home." This is the medical or dental location where the child's care can be coordinated and monitored.

This concept of care reduces the likelihood of uncoordinated care.



Instead, there is one entity that is most familiar with the needs of the child.

"The role of the health care provider doesn't replace the role of the dentist," says Robert Lewando, DDS, BCBSMA's Dental Director. "It's part of a collaborative responsibility for the child's oral health. Oral and overall health care both need to be addressed in order for the child to develop fully."

As evidence increases on the importance of coordinating the oral and overall health needs of children and adults, we are recommending that pediatric providers remain aware of the child's oral health, educate the child's caregiver regarding dietary and oral hygiene needs, explain the importance of oral care at an early age when dental caries can best be reduced or eliminated, and recommend that the caregiver establish a dental home with a dentist by the child's first birthday.

This collaboration of our medical and dental colleagues can help improve the health of our members—your patients. ❖

Focusing on Members of All Ages

As a provider of both medical and dental coverage, BCBSMA can identify members who may benefit from one of our oral health programs and offer additional benefits to members with certain health conditions.

In recent months, BCBSMA has been educating our medical providers about the importance of oral health as a component in managing the overall health for our members of all ages.

We are communicating with the medical community about:

- ▶ Our Enhanced Dental Benefits for Dental Blue members with coronary artery disease (CAD) or diabetes, or those who are pregnant
- ▶ Our new program in which members diagnosed with oral cancer are given additional benefits to increase the likelihood of the detection of a new primary oral cancer and to treat some of the side effects usually present after oral cancer treatment.
- ▶ The medical provider's role in helping to educate families about the importance of children's oral health. ❖

See page 5 for patient education materials.

Patient Education Materials to Reinforce Your Treatment Plan

Many health and dental organizations have websites that offer valuable patient education materials on a variety of oral health topics, which you can download to use in your practice.

Patients can refer to the information after they've left your office. This can help reinforce your own advice and treatment recommendations.

These and other links are available via our website. Log on to www.bluecrossma.com/provider and select **Resource Center > Helpful Links**. ❖

Website:	Description:
National Institute of Dental and Craniofacial Research ▶ www.nidcr.nih.gov/oralhealth	Provides information on 20+ oral health topics, such as developmental disabilities and oral health, diabetes, xerostomia, etc. You can either download or order information. Some materials are available in Spanish.
Global Dental Resources ▶ www.dentalcare.com	This Procter & Gamble site for dental professionals offers dental care resources for your patients in 20 different languages on common oral health topics. You can even customize some materials for your patients.
Centers for Disease Control & Prevention ▶ www.cdc.gov/oralhealth/publications/factsheets	Offers printer-friendly fact sheets on oral cancer, and children's and adult's oral health.
American Dental Association ▶ www.ada.org/286.aspx	Provides an alphabetical listing of oral health topics to share with your patients. You can even share articles by e-mail. Order materials for your practice through the ADA catalog, including informational DVDs, patient education brochures, activity and coloring books, etc. Some information is available in Spanish.
National Institute on Aging ▶ www.nia.nih.gov/healthinformation/publications	Offers <i>Taking Care of Your Teeth & Mouth</i> , a pamphlet on oral health and aging.

Reminder: Use Your NPI When Submitting Your Dental Claims

It's been more than two years since the Centers for Medicare & Medicaid Services (CMS) implemented the National Provider Identifier (NPI) standard to comply with the Health Insurance Portability and Accountability Act (HIPAA). CMS requires providers to have at least a Type 1 (individual) NPI, which identifies you as a health care provider. If your business practices with a tax ID number, you should also apply for a Type 2 (organizational) NPI.

We have found that some practices continue to have questions about using the appropriate NPI on claims, and have experienced claim delays due to the incorrect use of NPIs. To help avoid confusion, here are the answers to some frequently asked questions.

Q: How can I apply for an NPI?

A: Visit the National Plan and Provider Enumeration System (NPPES) website at <https://nppes.cms.hhs.gov>.

Q: Why can't we use the Type 1 NPI for my practice?

A: The Type 1 NPI (individual NPI) represents the dentist who provides the service. If you are an individual provider and receive reimbursement through your Social Security number, you should use the Type 1 NPI as both the billing entity (Box 49) and treating dentist (Box 54).

Use the Type 2 NPI (organizational NPI) to receive reimbursement through the employer ID number (EIN) attached to your practice, or business. Submitting claims with the correct NPI helps facilitate correct payments.

Q: Why don't other insurers ask for a Type 2 NPI?

A: Each insurer has its own systems and processes for reimbursing providers. Differentiating between Type 1 and Type 2 helps us to appropriately direct your payment for services rendered to our members.

If you obtain a Type 2 NPI, it is up to your practice to notify insurance carriers with whom you do business.

Q: I thought I had a Type 2 NPI. Can I verify that somehow?

A: You can visit the NPI Registry to look up your practice's information using the online directory. Go to <https://nppes.cms.hhs.gov>.

Q: What should I do if my software will only accept one NPI?

A: Your office should contact your practice management software vendor to explore solutions. However, to process claims in the meantime, please use the billing NPI on the claim (Type 1 or 2) and omit the treating dentist's NPI. This will help us accurately reimburse your practice. ❖

Sample ADA Claim Form

BILLING DENTIST OR DENTAL ENTITY (Leave blank if dentist or dental entity is not submitting claim on behalf of the patient or insured/subscriber)			TREATING DENTIST AND TREATMENT LOCATION INFORMATION	
48. Name, Address, City, State, Zip Code			53. I hereby certify that the procedures as indicated by date are in progress (for procedures that require multiple visits) or have been completed.	
			X _____ Signed (Treating Dentist) Date	
49. NPI	50. License Number	51. SSN or TIN	54. NPI	55. License Number
			56. Address, City, State, Zip Code	56A. Provider Speciality Code
52. Phone Number () -	52A. Additional Provider ID		57. Phone Number () -	58. Additional Provider ID

Type 2 NPI (Organizational)

Type 1 NPI (Individual)

Meet Your Dental Network Manager: Maureen Gillis

An important part of Dental Blue's success is our team of dedicated, knowledgeable Dental Network Managers—like Maureen Gillis, a BCBSMA associate for 17 years.

Maureen's work takes her to dental practices in the city of Boston, South Shore, Cape Cod, and the islands. She works with large provider groups, such as Boston's schools and hospitals, as well as smaller practices. A licensed dental hygienist, Maureen's background helps her connect with her dental providers.

"I think the dental practices appreciate that I'm a dental hygienist," she says. "They feel comfortable that I understand their needs."

Maureen typically spends four days on the road visiting practices, helping them resolve issues and educating them about the benefits of Dental Blue, such as our Enhanced Dental Benefits. As BCBSMA encourages dental providers to

increase their use of technology, one of her goals is to educate dental practices on the benefits of using our technologies, such as our BlueLinks for Providers website and Emdeon DPS.

"The larger organizations appreciate the technology," she says. "They like that they can get the information they need online. But, getting some of the smaller practices to register for BlueLinks is still a challenge."

The most rewarding part of her job, however, is community involvement. Through BCBSMA's Blue Crew program, Maureen volunteers with her Dental Blue colleagues for the Special Olympics Special Smiles program and other events (see related article on page 2).

Maureen was recently appointed to the board of directors for the Hull Lifesaving Museum. Her chief responsibility is development and fundraising for this spectacular



organization. She supports the organization's Maritime Apprentice Program, which offers intensive, multi-year training for Boston's most at-risk teens, preparing them for careers in the maritime trades.

"Volunteering is part of my life," says Maureen. "It is wonderful to work for a company that supports my philosophy." ❖

To reach Maureen Gillis, send an e-mail to maureen.gillis@bcbsma.com or call 617-246-9750.



How to Remove a User from Your BlueLinks Account

As a reminder to account administrators, when someone leaves your organization or no longer handles BCBSMA matters, be sure to delete his/her name from your list of BlueLinks users. To do this:

- ▶ Log on to our website at www.bluecrossma.com/provider
- ▶ In the Manage My Profile box on the left-hand side of the home page, click on **Manage Users**; a new User List screen will appear.
- ▶ Select the user(s) you want to remove by clicking on the check box to the left of the name.

- ▶ Click on **Yes, Remove Selected** in the new Remove Users screen that appears.
- ▶ Confirm that the user has been removed from your list of active users by clicking **Return to User List**.

What to Do if the Only Account Administrator Leaves Your Practice

We strongly recommend that you delegate a minimum of two administrators for each BlueLinks for Providers account so there is a back-up if one person is not available. However, if the BlueLinks

account administrator leaves your practice and you do not have administrative privileges, please call our Help Desk at **1-800-771-4097** (M-F, 8 a.m. - 6 p.m.).

More Questions?

If you have any questions about using BlueLinks for Providers, please refer to our *User Guide*, available online. Go to www.bluecrossma.com/provider, click on **Help** in the top right-hand corner of the screen, then click on **User Guide**. ❖



MASSACHUSETTS

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

dental**focus**

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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 and can help answer claims or billing-related questions, demonstrate technology tools to help your office improve its efficiency, and explain our procedures and policies. ❖

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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