



# dental**focus**

Winter 2013

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

## Billing for Cleft Lip and Cleft Palate Treatment

A new law\* passed in Massachusetts requires insurers to cover necessary medical, dental, and ancillary services for individuals with a diagnosis of cleft palate and/or cleft lip. These services are covered for children under the age of 18:

- Medical
- Surgical management and follow-up care by oral and plastic surgeons
- Orthodontic treatment and management
- Preventive and restorative dentistry to ensure good health and adequate dental structures for orthodontic treatment or prosthetic management therapy
- Speech therapy, audiology, and nutrition services.

Coverage for these services will be available if:

- The services are prescribed by the treating physician or surgeon, and
- The physician or surgeon certifies that such services are medically necessary and consequent to the treatment of the cleft palate, cleft lip, or both.

### Important information for dentists

Because these services are covered under the member's medical benefit, we recently mailed dentists and oral surgeons information about how to bill under the member's medical benefits. To determine both the availability of benefits and the member's copayment, co-insurance or deductible responsibility, please call our Dental Information Center at **1-800-882-1178**.



*Billing Guidelines for Cleft Lip and/or Cleft Palate* are posted on our website. Please log on to **bluecrossma.com/provider** and select **Resource Center>Admin Guidelines & Info**. Scroll down to the guidelines under **Billing Resources**. ♦

\*Massachusetts General Law: Chapter 234 of the Acts of 2012, "An Act Relative to the Treatment of Cleft Palate and Cleft Lip."

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## Dental News Goes Digital in 2013

To enhance delivery of provider news, we will provide updates exclusively through our provider website and e-mail starting later this year.

This means you will no longer receive a printed version of *Dental Focus* in the mail.

In addition to being faster and more convenient, the digital format allows us to maintain a company-wide commitment to reduce paper use, waste, and energy.

If you have questions about this change, please send an e-mail to **focus@bcbsma.com**.

If you want to verify or update the e-mail address listed in your BlueLinks for Providers profile, please log on to the website at **bluecrossma.com/provider**. In the "Manage My Profile" box on the left-hand side of the home page, click on **Edit My Profile**.

If you need assistance with registration or technical support, the Provider Self Service Help Desk is available Monday-Friday, 8 a.m. - 4 p.m. Send an e-mail to **Provider.Self.Service@bcbsma.com**. Or, call **1-800-771-4097**. ♦

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## Clinical Focus: The Changing Role of Dentistry in Health Care

Medical and dental insurance were both started many years ago as employer-sponsored benefits. In the past, if you worked and your employer offered these benefits, you were in luck. If not, you paid out of pocket or did without.

Employer sponsorship has remained the cornerstone of benefit availability, but that is changing due to the government's recognition of the importance of dental care as a component of overall health for all Americans.

### Affordable Care Act calls for Exchanges

Under the Affordable Care Act, which goes into effect in 2014, each state will have the ability to create Exchanges that will offer health insurance for individuals and small groups. Consumers will be able to go to the Exchange—a single location to compare price and benefit offerings for each plan—to make clearer purchasing decisions.

### Dental care for children

Under new legislation, dental care for children will be a mandated service that must be offered through the Exchange—either through a health plan, or as a freestanding dental offering. Each state gets to choose the comprehensiveness of the dental plan offered on the Exchange. Massachusetts has chosen the

Children's Health Insurance Program (CHIP) as a model of dental benefits they will require. There are many questions about the implementation of these services that may soon be clarified by state and federal organizations.

### Coverage for cleft lip/cleft palate

Another example of the recognition of the importance of dental care is the mandate covering services for children born with cleft lip and/or cleft palate. Dental services determined to be medically necessary by a physician, and that are essential to the treatment of the condition, will be covered under the member's *medical plan*. This mandate does not apply exclusively to Blue Cross Blue Shield of Massachusetts; these services are required to be covered by all health insurers in Massachusetts. *(See companion article on the front page.)*

We have long recognized the importance of dental health in the management of the member's overall health. Several years ago, we began to offer extended dental benefits to reduce oral infection or inflammation in members with heart disease, diabetes, and women who are pregnant.

We also offer additional dental benefits to those members with a previous diagnosis of oral cancer to



Robert Lewando, DDS, Executive Director, Dental Blue

help with the side effects of treatment and to cover pre-diagnostic testing for early identification of new primary oral cancer lesions.

### Changes to your practice

All of this means change for your dental practice—both in your patients' coverage for dental care and your interaction with medical or dental insurance carriers for claim submission for services and your payment. The good news: the patient's dental team is being recognized not only for helping a patient maintain his or her oral health, but also for serving as an integral part of the team that keeps the patient healthy.

Thank you for the services that you provide to our members. ❖

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## CDT 2013: New Codes Now Covered by Dental Blue

As you know, the American Dental Association's (ADA's) Code Review Committee regularly reviews and updates the current CDT code set to include revisions, additions, and deletions. These updates were made available to the dental community for inclusion in the *CDT 2013 Dental Procedure Codes*. This book can be purchased from the ADA at [ada.org](http://ada.org). It is important to use the most up-to-date code set so that the procedures being performed in your office are being recorded and reported accurately.

Dental Blue has updated our *CDT Dental Procedure Guidelines and Submission Requirements* to reflect the ADA changes. A high-level overview is listed below. You can view a com-

plete list of codes with guidelines and submission requirements on our website, including a summary of changes for 2013. Log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and click on **Resource Center>Admin Guidelines & Info>CDT Guidelines**.

Please remember that:

- ▶ Dental Blue does not cover all of these new codes
- ▶ Deleted codes will not be accepted as of January 1, 2013
- ▶ There are many existing codes that have been updated with revised descriptors or nomenclature. Please be sure to refer to the *CDT 2013 Dental Procedure Codes* for further information.

### How to Obtain a Printed Copy of our *CDT Dental Procedure Guidelines and Submission Requirements*

If you find that you need a printed copy of this document, send your request in writing on your office letterhead and include *CDT Dental Procedure Guidelines and Submission Requirements* stock #440320.

Please fax your request to **617-246-5811**.

Or, mail your request to:  
Blue Cross Blue Shield of MA  
c/o AOC Warehouse MS 10/01  
4A Alger Street  
South Boston, MA 02127-2714 ❖

### New Dental Codes as of January 1, 2013:

|       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|
| D0190 | D0368 | D0382 | D1208 | D4212 | D6104 |
| D0191 | D0369 | D0383 | D2929 | D4277 | D6051 |
| D0364 | D0370 | D0384 | D2990 | D4278 | D7921 |
| D0365 | D0371 | D0385 | D2981 | D6101 | D7952 |
| D0366 | D0380 | D0386 | D2982 | D6102 | D9975 |
| D0367 | D0381 | D0391 | D2983 | D6103 |       |

### Deleted Dental Codes as of January 1, 2013:

|       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|
| D0360 | D1203 | D4271 | D6795 | D6972 | D6976 |
| D0362 | D1204 | D6254 | D6970 | D6973 | D6977 |

### We're Ready to Assist You and Members During a Disaster

We continually prepare for disasters and emergencies. If an unfortunate event occurs locally, our company will focus on:

- ▶ Ensuring our employees' safety
- ▶ Enabling continued access to care for our members
- ▶ Continuing to pay provider claims

- ▶ Keeping members and providers informed
- ▶ Recovering and normalizing business operations
- ▶ Supporting community-based response and recovery efforts.

With a significant number of employees working remotely,

we have been able to serve our customers through snow emergencies when other businesses were forced to close. To learn more, go to [bluecrossma.com/visitor](http://bluecrossma.com/visitor), click on **About Us>Disaster Readiness**. ❖

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## Is Your Address, Phone Number, or Status Changing? Be Sure to Let Us Know!

We share practice information, such as addresses and phone numbers, with our members via our provider directories. Having accurate information helps ensure that your patients, or potential patients, have up-to-date information about you.

Are you planning on making changes to your name, phone number, address, tax ID number, or practice affiliation? If so, please let us know. To notify us, please follow the instructions noted in the chart. We ask that you allow us 4-6 weeks to make any necessary changes to our system.

Please do not use the ADA claim form to notify us of changes.

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

| If You Are:                           | Follow These Instructions:   |
|---------------------------------------|--|
| Changing your address or phone number | On your office letterhead, tell us the address you are moving from and to. Please provide us with your new appointment scheduling phone number. Fax to <b>617-246-9397</b> or e-mail your Dental Network Manager (contact information on back page).   |
| Changing your legal name              | Submit a new W-9 Request for Taxpayer Identification Number Form. Download the form from BlueLinks for Providers. Log on to <b>bluecrossma.com/provider</b> and click on <b>Resource Center&gt;Forms&gt;Administrative Forms</b> . Please fax to the attention of your Dental Network Manager at <b>617-246-9397</b> . |
| Changing your Tax ID Number (TIN)     | Your practice will need to be recontracted under your updated TIN. Call your Dental Network Manager for the appropriate contracts.   |
| Changing your practice affiliation    | If you are joining a practice, please contact your Dental Network Manager. She can provide you with the appropriate paperwork based on your current status with BCBSMA and the products in which the office you are joining is enrolled.   |
| Opening a practice                    | Please call your Dental Network Manager. She will mail you the appropriate paperwork depending on your current status with BCBSMA and the products in which you wish to enroll.  |

## New ID Card for Dental Blue Healthy Supplement Plan for Federal Employee Program Members

We want to call attention to a new ID card for Dental Blue Healthy Supplement—an optional plan offered to members of the Federal Employee Program (FEP) Basic Option and Standard Option plans.

The new ID cards—being rolled out as of January 1, 2013—have an **“XXA”** prefix before the ID number. Standard Option and Basic Option ID cards have an **“R”** prefix before the ID number.

As we told you in the fall edition of *Dental Focus*, when you submit claims for Dental Blue Healthy Supplement members, please be aware that the process to file claims has been modified. It now involves two steps:

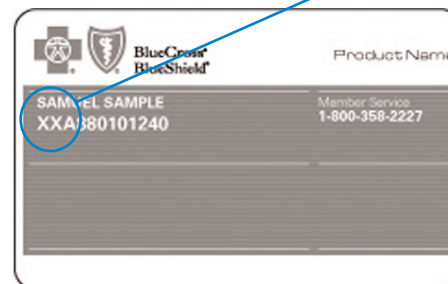
**Step 1:** Submit the claim for primary payment through FEP (this would be for coverage under the member’s Basic or Standard Option plan). Be sure to include the member’s ID on the claim that starts with an **“R”** prefix.

**Step 2:** After you have received your payment advisory for step 1, submit another claim, along with the payment advisory from the primary coverage, for

final payment through the member’s Dental Blue Healthy Supplement. Be sure to include the member’s ID on the claim that starts with an **“XXA”** prefix.

For questions concerning the Dental Blue Healthy Supplement (for dates of service in 2013), you can call **1-800-882-1178**. For questions about FEP Basic Option and Standard Option plans, call **1-800-882-1156. ❖**

Note XXA Prefix



A Sample Dental Blue Healthy Supplement ID Card



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## Updated Administrative Manuals Are Now on Our Website

Your 2013 Dental *Blue Book* and *PPA Handbook* are now available online.

Log on to [bluecrossma.com/provider](http://bluecrossma.com/provider) and select **Resource Center>Admin Guidelines & Info**. Then select either **Blue Books** or **Indemnity/PPA Handbooks**.

### 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:

Blue Cross Blue Shield of MA  
c/o AOC Warehouse MS 10/01  
4A Alger Street  
South Boston, MA 02127-2714 ❖

## 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 November 1, 2012 *FYI*, we are not sending a separate mailing with the

updated 2013 fee schedules, so we encourage you to go to our website. Log on to [bluecrossma.com/provider](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 Your Visit at This Year's Yankee Dental Congress

Each year, we look forward to meeting dentists and their staff at the Yankee Dental Congress. This year we were able to speak with many of you on how we can work together to help Dental Blue members maximize their benefits. We are committed to helping you educate members about our Enhanced Dental benefits so they can improve not only their oral health, but their overall health as well.

Thank you for taking the time to meet and offer feedback to our Dental Network Managers. We hope you enjoyed learning about our Dental Blue plans, and how our technologies can help enhance the efficiency of your practice. If you weren't able to visit our booth, and would like to speak with your Dental Network Manager, call **1-800-882-1178, Option 4**. ❖



Our booth at 2013 Yankee Dental Congress



## Share Your Community Events

Is your office planning a free dental care clinic for patients unable to afford care? Or, maybe, your staff does other dental-related volunteer work in the community. If so, we'd love to share the story of your generosity with this audience.

Call your Dental Network Manager at **1-800-882-1178, Option 4**, and share the details. ❖


**MASSACHUSETTS**
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- ☐ **Dentist**  
☐ **Office Manager**  
☐ **Dental Hygienist**  
☐ **Dental Assistant**  
☐ **Other:** \_\_\_\_\_

Not registered for our website? Go to [bluecrossma.com/provider](http://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. Get help

answering claims or billing-related questions, receive a technology tool demo, or get an explanation of 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:                                       |
|--|---|
| City of Boston<br>North Shore<br>New Hampshire   | Barbara Clark<br>617-246-9786<br>Barbara.Clark@bcbsma.com     |
| East-central Massachusetts<br>South-central Massachusetts<br>South Shore, Cape Cod, & Islands                          | Nancy Norberg<br>617-246-9737<br>Nancy.Norberg@bcbsma.com     |
| Western Massachusetts, Berkshires,<br>Worcester, and North-central<br>Massachusetts; universities; and Rhode<br>Island | Patricia Peters<br>617-246-3027<br>Patricia.Peters@bcbsma.com |

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