

InfoDial Now Includes Benefit Eligibility for Preventive Codes

You asked for it and we heard you! Now you can obtain a Dental Blue member's history for preventive and diagnostic services in just moments.

We're please to announce that our InfoDial® system now provides benefit eligibility information for the preventive dental codes shown in the chart.

InfoDial is available 24/7, and can be reached through our Dental Information Center:

- ▶ Call **1-800-882-1178**, press #, then select menu **Option 3**.
- ▶ Enter your NPI, press menu **Option 1**, then **Option 3**.
- ▶ When prompted, enter your patient's BCBSMA member ID number and date of birth.



- ▶ Listen for the prompts for the procedure code and enter the applicable code (*Example:* for procedure code D1110, press 6.)
- ▶ You will be given the patient's history for this procedure.

New InfoDial Preventive Codes

Code:	Description:
D0330	Panoramic film
D0210	Full mouth X-ray
D0274	Bitewing X-ray (4)
D0272	Bitewing X-ray (2)
D1110	Prophylaxis adult 14+
D1120	Prophylaxis child

You can also access InfoDial directly by calling **1-800-443-6657**.

This enhancement is just one way we're working to improve your interactions with us. In the near future, we also plan on adding time limit information for additional codes. ❖

inthisissue

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Mass. Dental Hygienists' Conference Coming This Fall

Don't forget to visit Dental Blue at the Massachusetts Dental Hygienists' Association's annual conference, **September 21-22**, at the Crowne Plaza Hotel in Natick.

Stop by our booth to learn about Dental Blue's Total Health Solution—our education, targeted outreach, and condition-specific services we offer to our members. You and your colleagues can

receive some Total Health Solution resources to help educate patients about the connection between oral health and overall health. (See related article on page 3.)

For more details about the conference, visit www.massdha.org or call your BCBSMA Dental Network Manager at **1-800-882-1178, Option 4**. ❖

You're Invited to Attend Our 2012 Dental Office Staff Training Online

If you missed our July Dental Office Staff Training webinar, be sure to register for one of our sessions this fall.

This year's program's focuses on:

- ▶ BCBSMA's Total Health Solution emphasizing oral health and it's connection to overall health
- ▶ Updates to BCBSMA dental products, benefits, fee schedules, and processing guidelines
- ▶ Technologies and resources that dental practices can use to enhance practice efficiency.

We are also devoting time during the session to give you an opportunity to ask questions about BCBSMA policies or other general areas of interest or concern.

Attend a Webinar from Your Home or Office

We know your time is valuable. That's why this year's training is being offered via a webinar, a convenient and interactive online seminar that you attend from your home or office using a computer, an Internet connection, and a telephone. When you register for a webinar, we'll send you a reminder e-mail with access instructions prior to the session.

Advance Registration Is Required

To let us know you'll be attending, please register at least one week prior to the session. Please choose from one of the dates listed in the chart to the right.

To register, log on to bluecrossma.com/provider and select **Resource Center>Training & Registration>Course List**. Under the Dental sub-heading, choose Dental Office Staff Training 2012.

If you are unable to attend a live session, you can also access a recording through the Training & Registration section.

We look forward to "seeing" you online!

Questions?

Please note that we can't address individual billing issues during the training sessions; however, your Dental Network Manager would be happy to assist you at another time. To schedule some time, please call **1-800-882-1178, Option 4.** ❖

Date:	Time:
Wednesday, September 12	12 - 1 p.m.
Wednesday, October 10	12 - 1 p.m.
Wednesday, November 14	12 - 1 p.m.
Wednesday, December 12	12 - 1 p.m.

Dental Blue Team Volunteers at Special Olympics Event

Dental Blue volunteers helped to put smiles on the faces on young Special Olympics athletes at the Cape Cod School Day Games on May 25. Our volunteers, along with local dentists and hygienists, screened more than 100 athletes. We identified many athletes who required further treatment and were able to refer them to local dentists for follow-up care. This is a big step in improving the overall health of these athletes.

BCBSMA is proud to support the Special Olympics of Massachusetts and to help remove barriers to dental care for those with disabilities. ❖



Attention Hygienists: Use Our Toolkit to Help Educate Dental Blue Patients

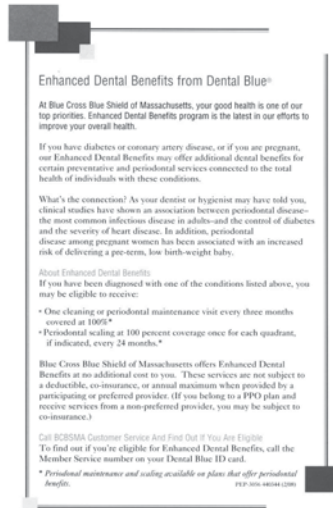
Dentists and hygienists are often the first source of information for patients about the relationship between their oral and physical health.

To help you educate your Dental Blue patients, we offer a toolkit with materials about our Enhanced Dental Benefits.

Enhanced Dental Benefits are standard for most Blue Cross Blue Shield members with coronary artery disease, diabetes, or oral cancer, or women who are pregnant.

Betty Lynde, an Office Manager from Abington Family Dental Care in Abington, tells us how the toolkit has helped their patients.

“Our dental network manager came to our office during our lunch hour and educated our staff about Total Health,” says Betty. “It definitely increased our awareness regarding the connection between oral health and overall health. We have, in turn, used the hygiene kits to educate our patients. Many of our patients are utilizing the enhanced dental benefits.”



We hope your practice will use this kit to educate your patients about the impact oral health can have on their overall health. To receive a toolkit, please call your Dental Network Manager at 1-882-1178, Option 4.

Already Using the Toolkit?

If you have a story to share about how the Enhanced Dental Benefits toolkit has helped your Dental Blue patients, please call your Dental Network Manager at 1-882-1178, Option 4. ❖

Materials for you and your staff

- ▶ Sample of the Enhanced Benefits ID card
- ▶ Dental Blue: Total Health Solutions brochure that explains how to identify eligible members
- ▶ Summary of our Total Health Solution program for members with diabetes, coronary artery disease, or oral cancer, or women who are pregnant
- ▶ Dental Contact Card to help you identify who to call at Dental Blue with questions
- ▶ Order form to obtain additional copies of any of the member education materials in this kit.

Materials for patients

- ▶ A sample of the following:
 - Enhanced Dental Benefit enrollment form
 - Member welcome letter
- ▶ A tear-off pad that serves as a quick reminder about benefits available under this program. ❖

Enhanced Dental Benefits for Dental Blue Members

Condition	One prophylaxis or periodontal maintenance every 3 months	Periodontal scaling and root planing once per quadrant every 24 months **	Oral cancer screening every 6 months	Fluoride treatment every 3 months
Diabetes	✓	✓		
Coronary Artery Disease	✓	✓		
Pregnancy	✓	✓		
Oral Cancer	✓		✓	✓

Receive Payments Directly into Your Preferred Bank Account

Are you looking to streamline the payment process for your practice? Try PaySpan Health, offered by Blue Cross and PaySpan® Inc. Available at no cost to you, PaySpan Health is a secure, web-based system for tracking and managing payments and claims.

PaySpan Health allows you to:

- ▶ Receive direct deposits into your preferred bank account
- ▶ View your Provider Payment Advisories and Provider Detail Advisories online 24/7.

- ▶ Print copies for your patients when needed.
- ▶ Search your payment and claims as far back as 18 months.

More and more, dental practices throughout Massachusetts are sharing their positive feedback about PaySpan Health.

“I like it from a financial perspective,” says Nicole Lipp of Baysate Dental, which has nine offices in the greater Springfield area. “I wish more insurance companies would have

direct deposit because it is so efficient and easy. We have never had any discrepancies.”

To learn more about PaySpan Health, please refer to these online resources. ❖

To:	Go to bluecrossma.com/provider , then:
Register for PaySpan Health	Click on the blue box Direct Deposit and Online PPAs and PDAs . (You do not need to log in to access this link.)
Access PaySpan Health	Log on and click on Technology Tools>Go to PaySpan Health
View our online webinar about PaySpan Health	Log on and click on Resource Center>Training & Registration>Course List . Under the “All Providers” subheading, select PaySpan Health Webinar .
To receive assistance if you have questions about registering for PaySpan Health	Call our Provider Self Service team at 1-800-771-4097

BCBSMA’s Opioid Management Program Took Effect July 1

BCBSMA mailed an *F.Y.I.* to you this spring announcing a new opioid management program. As a reminder, this program was implemented July 1. The primary goal of this program is to ensure that all of our members in pain receive relief. We also want to reduce the poten-

tial for addiction and an excess supply of opioids that can be used for recreational purposes.

For more background and to familiarize yourself with this program, please refer to our March 2012 *F.Y.I.*, available online.

Log on to bluecrossma.com/provider and click on **News for You>FYIs**. Then select the *F.Y.I.* titled *Announcing an Opioid Management Program Starting July 1, 2012* (PC-1483). ❖

Keeping Children and Teens Safe and Healthy During Outdoor Activities

This active season is the perfect time to talk to your young patients about steps they can take to improve their oral and overall health when exercising.

Protecting Teeth

More than 5 million teeth are knocked out each year through sports injury, accident, or play.

This statistic shows why mouth guards are as important as helmets, shoulder pads, and kneepads in protecting against sports-related injuries.

To help educate parents and children about the importance of wearing mouth guards during contact sports, the Massachusetts Dental Society is sponsoring a program called Grin and Wear It.

To learn more about participating in this program or to find educational materials for your patients, go to massdental.org/awareness/grin-and-wear-it.aspx?id=1160.



Preventing Oral Cancer

According to the National Cancer Institute (cancer.gov), while most oral cancers are caused by tobacco use, lip cancer can be caused by overexposure to the sun. The majority of cases occur on the lower lip, which has greater sun exposure than the upper lip.

Encourage all of your young patients—male and female—to use a lotion or lip balm that has sunscreen.

Wearing a hat with a brim can also block the sun's harmful rays.



Of course, if you suspect that one of your teen patients is a smoker, you can also take the opportunity to remind them of the dangers of tobacco use.

Hydrating Healthfully

A recent study published in the journal *General Dentistry* found that an alarming increase in the consumption of sports and energy drinks, especially among adolescents, is causing irreversible damage to teeth. In particular, the high acidity levels in the drinks erode tooth enamel.

The American Academy of Pediatrics also warns of the dangers of consuming sports drinks. A June 2011 article in the journal *Pediatrics* (“Clinical

Report – Sports Drinks and Energy Drinks for Children and Adolescents: Are They Appropriate?”) outlines how these drinks are unnecessary in most cases on the sports field, and how they can lead to obesity.



The article recommends that water—not sports drinks—be the principal source of hydration for children and adolescents.

However, if your young patients are resistant to giving up their sports drinks, here are some recommendations you can offer:

- ▶ Reduce intake of sports and energy drinks.
- ▶ Swallow immediately and do not swish around in the mouth.
- ▶ Chew sugar-free gum or rinse the mouth with water following consumption of the drinks.
- ▶ Wait at least an hour to brush their teeth after consuming sports and energy drinks so they don't spread acid onto the tooth surfaces, which increases the erosive action. ❖

Are You Including Your National Provider Identifier (NPI) on Claims?

The Centers for Medicare & Medicaid Services (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 dental 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 some answers to frequently asked questions.

Q: How can I apply for an NPI?

A: Visit the National Plan and Provider Enumeration System 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. ❖

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 Specialty Code
52. Phone Number () -	52A. Additional Provider ID		57. Phone Number () -	58. Additional Provider ID

Type 2 NPI (Organizational)

Type 1 NPI (Individual)

Clinical Focus: Weighing the Benefits and Risks of Dental Radiographs

A study reported recently in the journal *Cancer* stated there was a higher likelihood of a person having a meningioma (a benign tumor covering the lining of the brain) when that person reported that they recalled having larger amounts of dental X-rays earlier in life. Many questions were raised about the validity of this study since it relied on the memory of the patient to recall how many X-rays were taken in the past and when they were taken; however, the study once again raised the question about the potential risks of dental X-rays.

All radiation is significant, particularly on a cumulative basis, but the risks of radiation exposure have to be compared to the benefits obtained by its use. X-rays, or dental radiographs, allow the dentist to see tooth and bone structures that otherwise would not be visible during a clinical examination. It is the predominant way that cysts, impacted teeth, bone abnormalities, and interproximal decay are detected.

By identifying these dental and oral surgical problems using radiographs, dentists can address problems at an early stage or ensure that development is occurring at an expected level.

So, the balance between the risks of radiation exposure and the benefits of obtaining useful information at an early date has to be considered. That is why the professional judgment of the dentist is important in deciding the appropriate level of radiographic intervention.

There is no one right answer because there are many variables that go in to making this decision.

Children often need radiographs more frequently than adolescents or adults because their teeth and jaws are still developing. Several factors play a role in determining the need and/or frequency of radiographs:

- The patient may be new to your practice with no prior radiographs
- The patient may be existing at your practice, but have no history of radiographic findings
- The patient has a history of cavity formation
- Other factors, including the extent of existing restorations and crowns, oral hygiene of the patient, dietary habits, and medication usage resulting in xerostomia

Guidelines from the Food and Drug Administration and the American Dental Association talk about guidelines for new patients, recall patients with clinical caries or increased risk for caries, and recall patients not at increased risk. The dental developmental stages outline guidelines for children with a primary dentition, transitional dentition, adolescents with a permanent dentition, adults partially or fully dentate, and edentulous adults.

The guidelines are noteworthy in that they do not routinely recommend a full series of X-rays for all groups but rather selected periapical images for certain groups depending on their developmental stage and risk.



Robert Lewando, DDS, Executive Director, Dental Blue shares his expertise in this article

Additionally, the frequency of taking posterior bitewing X-rays can range anywhere from 6–36 months, depending on the developmental stage of the child and their perceived risk.

It is important to understand that there is not a one-size-fits-all recommendation for all patients. The dentist has to use his or her clinical judgment to determine the relative risk of their patient and to recommend intervals of X-rays based upon this risk.

It all goes back to risk versus reward, and the likelihood of detecting valuable information by this intervention. If the person has a low caries rate, the odds of finding decay are going to be smaller than someone who has a history of decay. That is where the professional opinion of the dentist comes in to get the appropriate level of clinical and radiographic information to diagnose and treat the patient based on the expected level of risk. ❖

To find the FDA guidelines, go to fda.gov and enter “Guidelines for Prescribing Dental Radiographs” in the search box.



MASSACHUSETTS

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- Dental Hygienist
- Dental Assistant
- Other: _____

Not registered for our website? Go to 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.** ❖

dentalfocus is published quarterly for BCBSMA dentists and their office staff. Submit letters and suggestions for future articles to:

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