

Cover Story

Network Operations

BCN Advantage

BlueCaid

Patient Care

Behavioral  
Health

Quality Counts

Pharmacy News

Billing Bulletin

Referral Roundup

Index

## Healthy Advantage Rewards provide incentives to BCN Advantage members

Blue Care Network is introducing the Healthy Advantage Rewards program to encourage BCN Advantage HMO<sup>SM</sup> members to take proactive steps to stay healthy. In 2010, this program focuses on four member health initiatives: obtaining a physician assessment, creating an advance directive, receiving a flu vaccine and, if needed, a pneumococcal vaccine.

Members will receive information on this program in January. For each step completed, the member will receive a different Entertainment<sup>®</sup> coupon booklet. Each member can receive up to four rewards.

We'll send members a form for each of the four possible rewards. To qualify for each reward, the member must complete the health initiative in 2010. He or she must also either complete a form, some of which require a physician signature, or have their primary care physician submit their information electronically via Health e-Blue<sup>SM</sup>. The date of service must occur in 2010. The paper form must be postmarked or faxed to BCN by Jan. 10, 2011. If you submit information electronically for your patients, you must input data into Health e-Blue by Jan. 10, 2011, in order for the members to qualify.

Details on the four initiatives are available in this issue so you can help your BCN Advantage members complete the ones they need. If you have any questions, please call Provider Inquiry at 1-800-255-1690.

## Healthy Advantage Rewards: Advance directive

*See related article above*

The 2010 Healthy Advantage Rewards program includes an initiative encouraging BCN Advantage HMO<sup>SM</sup> members to complete an advance directive and give a copy of it to a responsible party. Having a completed Advance Directive on file with a trusted person helps physicians and family members follow the member's wishes for medical care if at some point the member is unable to speak for himself or herself. We are asking the member to also share a copy of the advance directive with his or her physician.

Please encourage your BCN Advantage members to complete an advance directive. For copies of forms and more information, go to [MiBCN.com/directive](http://MiBCN.com/directive).

**Completing the attestation** — To earn this incentive, the member completes a *2010 Attestation of Advance Directive* form they will receive by mail in January. This paper form does not require any input from a physician or medical professional. However, a primary care physician can also complete the attestation electronically via Health e-Blue<sup>SM</sup>. A brief questionnaire will be added in the Forms section of Health e-Blue in January. If you complete the attestation via Health e-Blue, the member should not also submit a separate paper form.

**Member incentive** — A completed *2010 Attestation of Advance Directive Form* will earn the member a 96-page *Michigan Savings Entertainment<sup>®</sup>* coupon booklet.

## Cover Story

## Network Operations

## BCN Advantage

## BlueCaid

## Patient Care

## Behavioral Health

## Quality Counts

## Pharmacy News

## Billing Bulletin

## Referral Roundup

## Index

## Healthy Advantage Rewards: Physician assessment

*See related article on Page 8, Healthy Advantage Rewards provide incentives to BCN Advantage members*

One of the 2010 Healthy Advantage Rewards initiatives available to BCN Advantage HMO<sup>SM</sup> members involves completion of a physician assessment. We're asking members to have their physicians complete the 2010 *BCN Advantage Physician Assessment Form* to help us partner with primary care physicians to proactively manage the members' health care needs.

With this information, we can offer the member appropriate disease management materials. This incentive is also designed to encourage members to have annual physical exams with their primary care physicians. In addition, completed physician assessment forms will help us provide comprehensive diagnostic data, including all chronic diseases and pertinent diagnoses, for each member to the Centers for Medicare & Medicaid Services in order to obtain accurate risk-adjusted reimbursement from CMS. Completing these physician assessment forms may also reduce the need for chart reviews by MedAssurant.

### Here's what you need to know to help your BCN Advantage members earn this reward:

**Electronic completion** — Please complete the 2010 *BCN Advantage Physician Assessment Form* online on BCN's Health e-Blue<sup>SM</sup>. Instructions and the new electronic form will be available on Health e-Blue by the end of January 2010. When you complete the form online, the member will automatically receive the incentive. The member should not also submit a form via fax or U.S. Mail.

**Paper completion** — You can also complete the paper form and submit it via fax or U.S. Mail. The member will bring you the form which includes completion instructions.

**Important notes regarding form completion** — Whether you are completing the form online or on paper, please remember the following:

- Include the ICD-9-CM diagnosis codes for substantiated existing chronic disease, including coexisting historical diagnoses that are still relevant for the member. The diagnoses reported must be supported with medical record documentation, which is subject to CMS validation.
- Make sure the form is signed by a physician and include the physician's credentials. If the form is completed by a certified physician assistant or certified nurse practitioner, the form should be reviewed and signed by a supervising physician.

- Please type or print clearly. Incomplete forms will be returned.
- File a copy of the form, with physician's signature and credentials, in the member's medical record, and give a copy of the form to the member.

**PCP reimbursement** — We know that completing the 2010 *BCN Advantage Physician Assessment Form* will take some time. So, we will reimburse primary care physicians:

- BCN will reimburse PCPs \$40 per BCN Advantage member for each 2010 *BCN Advantage Physician Assessment Form* completed online via Health e-Blue.
- BCN will reimburse PCPs \$30 per BCN Advantage member for each paper copy of the 2010 *BCN Advantage Physician Assessment Form* we receive via mail or fax.
- Forms must be complete and legible, must be dated in 2010 and must be input into Health e-Blue, postmarked or faxed by Jan. 10, 2011, in order to qualify for reimbursement.
- Reimbursement will be paid twice a year with the reimbursement you receive for completing Healthy Blue Living<sup>SM</sup> Qualification Forms.

**Member incentive** — A completed 2010 *BCN Advantage Physician Assessment Form* will earn the member a 128-page *National Values Entertainment*<sup>®</sup> booklet with coupons from national retailers.

## Healthy Advantage Rewards: Flu and pneumococcal vaccines

*See related article on Page 8, Healthy Advantage Rewards provide incentives to BCN Advantage members*

Flu and pneumococcal vaccination are two of the initiatives included in the 2010 Healthy Advantage Rewards program for BCN Advantage HMO<sup>SM</sup> members. Here are the details you need to help your BCN Advantage members qualify for their rewards.

**Flu vaccine** — The Michigan Quality Improvement Consortium Guideline for Adult Preventive Services recommends members older than 50 get a seasonal flu vaccine each year. This year, we're also recommending members get an H1N1 vaccine, in accordance with Centers for Disease Control and Prevention guidelines. To receive the flu vaccine reward, members can get either the seasonal flu **or** H1N1 vaccine. While we encourage members to get both vaccines, as recommended by the CDC and their physicians, they can only receive one reward for this initiative.

For the reward, it is important that the flu vaccine is administered in 2010. If members received their flu and H1N1 vaccinations in the fall of 2009, they should wait until the beginning of the 2010 flu season to obtain the 2010 seasonal flu vaccine in order to receive the incentive.

**Pneumococcal vaccine** — The Michigan Quality Improvement Consortium Guideline for Adult Preventive Services recommends a pneumococcal vaccine for individuals who are 65 and older. A booster shot may be needed periodically. BCN Advantage members are eligible to earn this reward if they are due for a pneumococcal vaccine or booster and obtain the shot in 2010. We are encouraging members to discuss their need for this vaccine with their physician.

**Completing the vaccine forms** — To earn either the flu or pneumococcal vaccine incentive, the member completes a *2010 Vaccine Reward Form* they will receive by mail in January. These paper forms each have a section that needs to be completed by a physician or a test site provider. If the member receives the vaccination at the primary care physician's office, the PCP can submit the information electronically by inputting information in the *Treatment Opportunities* section of Health e-Blue<sup>SM</sup>. If you add the vaccinations to Health e-Blue, the member should not also submit separate paper forms.

**Member incentives** — A completed *2010 Flu Vaccine Reward Form* will earn the member Entertainment<sup>®</sup> coupons for local merchants in the member's ZIP code. A completed *2010 Pneumococcal Vaccine Reward Form* will earn the member a 96-page *Travel, Dining and Movies Entertainment<sup>®</sup>* coupon booklet.

## Note to health care providers

**BCN Advantage HMO<sup>SM</sup> is now serving members in Van Buren and Oceana counties. For a complete list of counties served by BCN Advantage, go to [MiBCN.com](http://MiBCN.com), click on *Medicare Eligible?*, and then click on **Quality care from network doctors**.**

## Get Medicare drug formulary updates on the Web

We update our **BCN Advantage HMO<sup>SM</sup> formulary** each month. To find these changes, visit our Web site at [MiBCN.com](http://MiBCN.com). Click on *Find a drug*, and then click on *BCN Advantage*.