



Provider Connection

A Provider Newsletter from Unison Administrative Services | Volume 1 • Number 2 • OH Fall 2006

Welcome



Scott Bowers, President

A lot has gone on this summer toward bringing managed care to the 1.2 million Medicaid Covered Families and Children Consumers statewide by years end. Unison has been hard at work to bring our services to twenty-eight counties in three regions throughout Ohio. Of course while members reside in these counties, providers may have offices in other locations

to see these members.

If you have not received an orientation and would like one, please contact your local provider relations representative or Unison Provider Services at 800.600.9007.

You can also visit our website at <http://www.unisonhealthplan.com>, where you can find quick reference guides, listing of provider relations representatives, provider manuals, searchable provider directory, and much more.

As a participating physician there are many ways to partner with Unison to inform your patients of your relationship with us. We have many items available to either send your patients or have available in your office. First, we have postcards that you may send to your patients announcing participation with Unison. Second, we have window clings and posters that you may display. Finally, we have brochures focused on the Medicaid consumer that we can display in your office, which provide information about Unison and our benefits. Just ask your local provider relations representative or call Unison Provider Services.

Even with all this going on, we are submitting a response to the state's Request for Applications (RFA) for another eligible category of Medicaid consumers known as the ABD or Aged, Blind and Disabled population. By October 1st, we should know if we've been awarded regions to serve these Ohio consumers, as well.

As we begin to work even closer together, we invite you to learn more about us at www.unisonhealthplan.com. Thanks for partnering with us to serve the Medicaid patients in your area.

Region	East Central	South East	Northeast Central
Counties	Ashland, Carroll, Holmes, Portage, Richland, Stark, Summit, Tuscarawas, Wayne	Athens, Belmont, Coshocton, Gallia, Guernsey, Harrison, Jackson, Jefferson, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Vinton, Washington	Columbiana, Mahoning, Trumbull
Eligible Consumers	147,357	95,172	69,915
Mailers to Consumers	July	August & September	TBD Estimated September
Voluntary Consumer Effective Date	August 1, 2006	October 1, 2006	TBD Estimated November
Assigned Consumer Effective Date	September 1, 2006	November 1, 2006	TBD Estimated December

Medical Identity Theft

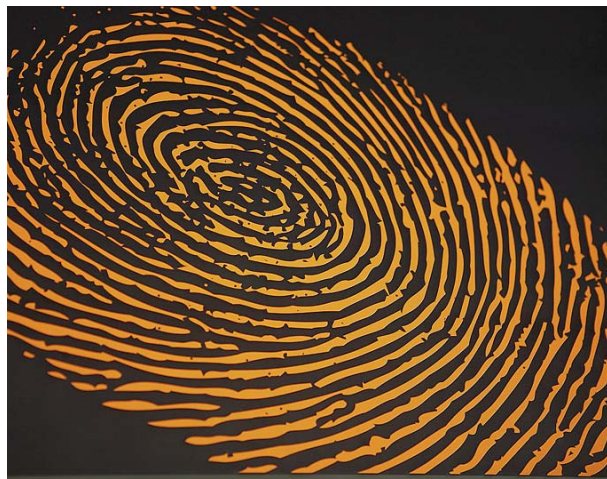
Identity theft occurs when someone uses your personal information without your permission to commit fraud or other crimes and it has become one of America's fastest-growing crimes. Medical identity theft occurs when someone uses a person's name or sometimes other parts of their identity such as insurance information without the person's knowledge or consent in order to obtain medical services or goods. Additionally, medical identity theft occurs when a person uses another person's identity information to make false claims for medical services or goods. Medical identity theft has become more prevalent over the last two years as the health care industry is an easy target for medical identity theft due to the vast amount of confidential patient information that it is able to warehouse.

According to a report released by the World Privacy Forum, there have been 19,428 complaints about medical identity theft to the Federal Trade Commission since that agency started recording such complaints on January 1, 1992 up until April 12, 2006 through its Consumer Sentinel database. The number of people who have fallen victim to medical identity theft has rose from 1.6 percent in 2001 to 1.8 percent in 2005. The World Privacy Forum also reports that medical identity theft is under-researched and under-documented and it is probable that many more cases exist.

Cases of Medical Identity theft are surfacing everywhere. Not only do they effect patients, they also have a significant impact on medical providers. The World Privacy Forum reported that victims in Southern California were given medical tests by people posing as physicians. As a result, false diagnoses were inserted into their medical files. Additionally, the perpetrators, posing as

doctors and health care professionals, obtained the victim's personal information and photocopied the victim's Medicare cards. The operation raked in \$909,000 using the victim's personal and insurance information.

Medical institutions have begun taking precautions in order to prevent medical identity theft. Providers at Kaiser Permanente, which is a health network consisting of 30 medical centers and 431 medical offices, now requests to see a driver's license in addition to the



patient's health insurance card. After a case of medical identity theft that occurred at The University of Connecticut Health Center, they too began asking for patient driver's licenses. A staff member at the health center told researchers that approximately a dozen people each week attempted to impersonate beneficiaries. Incidents such as these concern providers about the health dangers of false entries in medical records.

It is evident that medical identity theft is a serious crime and has substantial consequences for both the patient and provider. The financial losses to insurers and health care providers is enormous and ultimately results in rising health care costs for everyone. The World

Privacy Forum reported that a Tennessee doctor's professional identity was stolen. His Medicare provider number had been obtained. As a result, the perpetrators billed false claims without the knowledge of the doctor and obtained more than \$1,000,000.00 in payments from Cigna Medicare.

A victim of medical identity theft, whether a patient or provider, will meet many obstacles once the medical identity theft has been discovered in order to correct the situation.

Unfortunately, when the HIPPA legislation and privacy rule were written, medical identity theft was not foremost on the minds of policymakers. Health care fraud was definitely a general issue in the minds of the lawmakers, however medical identity theft was not. Statistics indicate that medical identity theft is on the rise and it is crucial to recognize this fast-growing crime. It is also crucial that the government and the private sector focus on the problems that are unique to medical identity theft.

Unison is committed to the prevention, detection and prosecution of anyone committing wrongful acts against our health plan and its members. We need the help of the provider community to help us in our fight against medical identity theft. If you suspect medical identity theft please report it to Unison's Fraud and Abuse Hotline at 877.766.3844.

The World Privacy Forum, Medical Identity Theft: The Information Crime that Can Kill You, (May 3, 2006), <http://www.worldprivacyforum.org/medicalidentitytheft.html>

Direct On-line Provider Accounts

Unison offers providers easy on-line access to claim status and member eligibility information. With the click of a mouse, via a secure individualized login, you are able to verify member eligibility or check on the status of claims. You get quick results 24 hours a day, 7 days a week. Unison's Provider Services team is available to answer any questions and provide any needed technical support Monday through Friday from 8:00 a.m. - 5:00 p.m. at 800.600.9007.

Via the provider on-line accounts, you have access to the most up-to-date claim and eligibility information available. You can also call Unison's 24-hour Member Eligibility Verification Line at 888.586.4766 to check member eligibility.

To enroll in our provider on-line account feature, visit us at www.unisonhealthplan.com, select your state and plan, and click on the 'For Providers' link at the top of the page. Once you have reached the provider page, click on the 'Account Information' link, and then click on the 'Create an Account' link. Follow the instructions provided on the registration pages to create an account. Upon registration, we will mail you your secure user name and password within seven to 14 business days.

Once you receive your secure user name and password, you will be able to access the provider on-line accounts features. To check eligibility you simply click on the 'Check Member Eligibility' link in the left-hand menu under 'Account Information.' This will display the eligibility page. To check eligibility for one member, enter the member's Unison ID number or last name and date of birth in the fields provided and click the 'Submit Query' link. This will display the results of the eligibility query for the member.

You can also check eligibility for more than one member, just click on the 'Multiple Inquiries' link on the eligibility page. If you're checking a PCP's member roster, you can also add members by selecting the provider name and corresponding ID from the providers drop-down under the 'Choose Active Members' header. This will display the PCP's member roster, place a checkmark in the box next to each member for which you would like to check eligibility and click the 'Add Selected Members to Multiple Inquiry' link. After you have added the members to the search criteria, click the 'Submit Query' link to view the eligibility results for the selected members.



Checking claim status is just as easy. Click on the 'Check Claim Status' link in the left hand menu under 'Account Information', then enter the member's Unison ID number and dates of service in the fields provided and click the 'Submit Query' link. This will display the matching claim records. Click the 'Select' link next

to the claim record you would like to view. This will display the claim record's detailed information. To view other claim records, click on the 'Back to Inquiry Form.'

We are continually looking for innovative ways to assist our providers and new provider account features will be available soon that will ensure easy and quick information and transactions to help Unison providers save time.

Physicians Coming and Going?

We want to remind you to set up a process to communicate physician changes within your group. Please email or call your Provider Relations representative as soon as you learn that a physician is leaving the practice, or a new physician is joining your location. We will need ample time to update the required Medicaid addendum and the provider directory.



Flu Shots, Ready or Not Here They Come

Unison sends newsletters and educational materials promoting wellness and health benefits to members. Recently, we asked our members to contact you to schedule a flu or pneumonia vaccine appointment.

Unison recommends that any member who is high-risk get an annual flu vaccine.

Who is high risk?

- Anyone over the age of 50
- Anyone with heart, lung or kidney disease
- Anyone with diabetes or asthma.
- Residents of long-term care facilities



The 2006 recommendations include the following changes or updates among others:

■ Advisory Committee on Immunization Practices (ACIP) recommends that healthy children aged 24–59 months and their household contacts and out-of-home caregivers be vaccinated against influenza. This change extends the recommendations for vaccination of children so that all children aged 6–<59 months receive annual vaccination.

■ ACIP emphasizes that all children aged 6 months–<9 years who have not been previously vaccinated at any time

with either live, attenuated influenza vaccine (LAIV) or trivalent inactivated influenza vaccine (TIV) should receive 2 doses of vaccine. Those children aged 6 months–<9 years who receive TIV should have a booster dose of TIV administered >1 month after the initial dose, before the onset of influenza season, if possible. Those children aged 5–<9 years who receive LAIV should have a second dose of LAIV 6–10 weeks after the initial dose, before the influenza season, if possible. If a child aged 6 months–<9 years received influenza vaccine for the first time during a previous season but did not receive a second dose of vaccine within the same season, only 1 dose of vaccine should be administered this season.

■ To ensure optimal use of available doses of influenza vaccine, projected to be approximately 100 million doses, health care providers should 1) develop plans for expanding outreach and infrastructure to vaccinate more persons than during the previous year and 2) develop contingency plans for the timing and prioritization of administering influenza vaccine, if the supply of vaccine is delayed and/or reduced because of the complexity of the production process.

■ ACIP emphasizes that influenza vaccine should continue to be offered throughout the influenza season even after influenza activity has been documented in a community.

■ ACIP recommends that neither amantadine nor rimantadine be used for the treatment or chemoprophylaxis of influenza in the United States because of recent data indicating widespread resistance of influenza virus to these medications.

You can download and print educational materials about the flu vaccine for your patients by visiting The Center for Disease Control (CDC) website at www.cdc.gov/nip. You can also find the latest recommendations of the Advisory Committee on Immunization Practices (ACIP) at <http://www.cdc.gov/nip/publications/acip-list.htm>.

We're On-Line!

At www.unisonhealthplan.com, you can review our latest clinical and preventive health guidelines, health management programs, medical record requirements, quality improvement activities and formulary. You can also search for a specialist in your area, locate information in our online provider manual and find your Unison representatives phone number. What else can you find at www.unisonhealthplan.com?

- A rapid and accurate claims payment system
- A Provider Services Department that can quickly answer your claims and billing questions
- IVR eligibility capabilities
- Interactive website where you can access member eligibility and claims status information



Promoting Wellness through Health Management

Unison's Health Management team and our programs keep members on track with their treatment plans and providers informed about member compliance.

Unison partners with you to manage our members' care and provides you with the support you need, resulting in better health outcomes for our members.

The following is a list of Health Management Programs for our members.

Respiratory Health Management Program

- Education and outreach program that conforms to the National Heart, Lung and Blood Institute Guidelines for asthma care.
- Designed to increase and maintain the quality of life of our at-risk members.
- All asthmatic members, regardless of the severity of their disease, are eligible for our Respiratory Case Management Program.
- Unison's case managers are registered nurses (RNs) who work closely with our members to educate them about their disease process.

Diabetes Health Management Program

- Promotes the recommendations of the American Diabetes Association and is available to all diabetic Unison members.
- Educates the member about their disease process, dietary control, blood sugar monitoring and the appropriate use of diabetic medications.
- Stresses the importance of being compliant with their diabetes treatment plan as prescribed.



Pregnancy Health Management Program

- Developed to help ensure all pregnant Unison members have access to medically-necessary services and to educate members about their pregnancy.
- Focuses on two areas, the Miracles Program and High-Risk Pregnancy Case Management.
- Miracles Program is a buddy system - staffed by non-clinical Unison team members who provide support to pregnant members.
- High-Risk Pregnancy Case Management - pregnancy case managers are obstetrically trained RNs. Case managers review OB Needs Assessments and enroll high-risk members. They closely coordinate care and facilitate referrals.

Congestive Heart Failure (CHF) Health Program

- Helps manage condition through case management.
- Conforms to the recommendations of American College of Cardiology/American Heart Association Guidelines.
- Trained RN case managers provide education and support.
- Improving health outcomes.
- Increase member compliance with taking long-term medications.
- Educate and support.
- Identify community resources.

Unison's Renal Health Management Program

- Educate and support.
- Helps manage condition through case management.
- Improve health outcomes.

For more information on the Health Management Programs, please call Unison Provider Services at 800.600.9007.

National Provider Identifier

Unison Wants Your National Provider Identifier

The National Provider Identifier (NPI) is an initiative of the Centers for Medicare and Medicaid Services (CMS) to improve electronic transactions for health care. According to federal regulations, effective May 23, 2007, health care providers will be required to use a NPI in the filing and processing of electronic health care claims and other EDI transactions.

The NPI will be the single provider identifier, replacing the multiple provider identifiers currently used. This identifier is a requirement of the Health Insurance Portability and Accountability Act of 1996 (HIPAA). This applies to all individuals and organizations that meet the HIPAA definition of a "health care provider."

In May 2005, CMS began accepting applications from providers for their NPI. Unison is currently accepting NPIs with the legacy number.

Unison will require providers to use both NPI and legacy identifiers (Unison Provider ID, Tax ID, etc) for claims adjudication after May 23, 2007. We'd like our providers to obtain their NPI as soon as possible.

www.unisonhealthplan.com

Medical Exception Process Review

The drugs in the Unison formulary have been selected to provide the most clinically appropriate and cost-effective medications for patients. It is also recognized that there may be occasions where an unlisted drug is desired for the proper medical management of a specific patient. In those infrequent instances, a medical exception (prior authorization) process request is required.

Requests for these exceptions should be made in writing by the physician and faxed or mailed to:

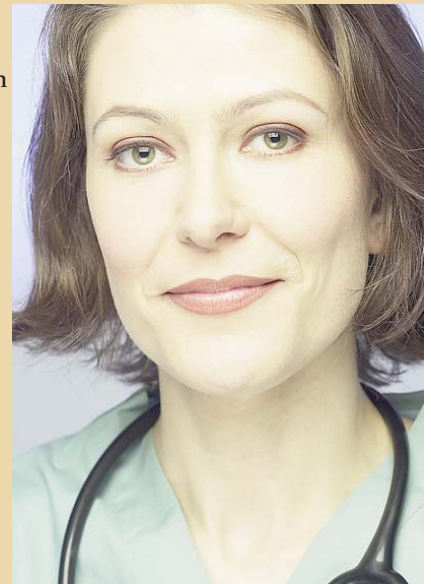
Unison Administrative Services
Pharmacy Services
300 Oxford Drive
Monroeville, PA 15146
Fax 412.457.1328
Phone 877.651.2217 or 412.380.6015

A medical exception (prior authorization) request form can be found in the Unison provider manual or at www.unisonhealthplan.com. Appropriate documentation must be provided to support the medical necessity of the request. All requests will be responded to within twenty-four (24) hours of receipt. Both the requesting physician and member will receive a reply.

Physicians are requested to adhere to this formulary when writing prescriptions for patients covered by Unison's

pharmacy benefit plan. If a pharmacist receives a prescription for a non-formulary drug, s/he should contact the prescribing physician and request that the prescription be changed to a medication included in the formulary. If a formulary alternative is not appropriate the physician should contact Unison for a medical exception (prior authorization).

Please contact the Unison Pharmacy Department at 877.651.2217 or 412.380.6015 with questions concerning the medical exception (prior authorization) process.



Key Components of Unison



D. Mark Mahler, M.D.
Vice President and
Senior Medical Director

Pneumococcal and Influenza Immunization

To make sure that Unison members receive these life-saving immunizations in accordance with the Centers for Disease Control recommendations, Unison medical directors are contacting primary care providers over the next two months. They will provide names of Unison members who are identified to be at risk for serious infections. Please identify a contact person at your office who can work with us to be sure your patients get these vaccines.

Vaccines for Children Program

When the Vaccines for Children Program certifies that it is unable to provide you with adequate supplies, Unison will reimburse you for vaccines covered for Unison members. We have updated our reimbursement schedule. Please contact your provider relations representative with questions.

Health Management Programs

Unison supports your treatment plan for patients through active case management to achieve optimal outcomes for members with high-risk pregnancy, diabetes mellitus, asthma, chronic obstructive pulmonary disease, congestive heart failure and chronic kidney disease. For questions or to refer a patient for health management, please call 877.844.8844.

Unison Gold Star Program for PCPs

Unison's Gold Star Program provides recognition, relief from authorization requirements and financial rewards for primary care providers who provide high-quality care economically. Please contact your provider relations representative for details.

Unison Health Plan Medical Directors are available to discuss your clinical concerns.

Brenna DeLaine, MD	Medical Director, Unison Health Plan of South Carolina	803.798.5405
John Lang, MD	Medical Director, Unison Health Plan of Tennessee	901.737.7095
Sheila Ward, MD	Medical Director, Unison Health Plan of Ohio	614.890.6850
Joseph Sheridan, DO	Medical Director, Unison Health Plan of Pennsylvania	412.858.4000

Thank you for caring for our members.

Sincerely,

D. Mark Mahler, M.D.

Vice President and Senior Medical Director

Medical Director Availability

Our Medical Directors invite you to call us regarding a denial, utilization issue, etc. within seven working days of the denial notification. We sometimes gain information about the patient and his/her circumstances that justifies a reconsideration of the denial. If the request for reconsideration is made within seven working days, a formal grievance is not required.

QI Programs

For a description of the Quality Improvement Program for Unison, information on how we are meeting our goals or information on our practice guidelines, please write to: Unison Health Plan, Department of Quality Improvement, 300 Oxford Drive, Monroeville, PA 15146.

Correction

Correction to your Quick Reference Guide

The prior authorization list should read, "all durable medical equipment rentals or any purchased DME or supplies with billable charges of greater than \$300." This has been updated in the most recent version and on the website. Let us know if you need a new one sent to you.



Unison Administrative Services
300 Oxford Drive
Monroeville, Pennsylvania 15146

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