



Network News

A newsletter for contracting physicians, hospitals, pharmacies and other health care professionals

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www.bcbsok.com

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Seeking Oklahoma's Champions of Health

*Nominations due July 29; Roger Staubach, Drew Pearson
to be keynote speakers at awards ceremony Oct. 5*

For the second
year in a row,
Blue Cross and Blue
Shield of Oklahoma
is searching for our
state's health champions.

Champions of Health

Blue Cross and Blue
Shield of Oklahoma,
the Oklahoma State
Department of
Health, the Oklahoma

Hospital Association, the Oklahoma
Osteopathic Association and the
Oklahoma State Medical Association.

This year's keynote speakers, for-
mer Dallas Cowboys Roger Staubach

The 2005 Champions of Health
Awards recognize those who help
make a difference in the health of
their communities and in the overall
health of Oklahoma.

The awards are sponsored by

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Brown Bag Rx program encourages patients to discuss their medications with a physician

Beginning in July, a new program
will encourage Blue Cross and
Blue Shield of Oklahoma members to
place all current medications — pre-
scriptions and over-the-counter — in
a bag and review them with their
physician at their next appointment.

The Brown Bag Rx Program will
help members, particularly seniors,
and their doctors determine whether
they are taking the proper

medications and dosages.

Thousands of brown bags with
the Blue Cross and Blue Shield of
Oklahoma logo will be distributed at
participating pharmacies, health
events and Class of 65+ seminars.

The bags will contain instructions
for a medication review and a short
survey for feedback on how the pro-
gram influenced a member's medica-
tion changes.



**BlueCross BlueShield
of Oklahoma**

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Seeking Champions of Health

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and Drew Pearson, will deliver a message of health, teamwork and success at the ceremony Oct. 5, at the National Cowboy and Western Heritage Museum in Oklahoma City.

The Champions of Health awards recognize health care professionals, legislators, for-profit and not-for-profit organizations and everyday individuals who are working to improve the health of Oklahomans.

Winners will be presented an award and a \$1,000 contribution to the winning organization or program.

The categories are:

- ◆ Champion of the Uninsured
- ◆ Education and Awareness Champion
- ◆ Champion of Health Care in Rural Oklahoma
- ◆ Minority Health Champion
- ◆ Professional Health Care Champion
- ◆ Legislative Health Champion
- ◆ Ageless Hero (individual, age 65 and older)
- ◆ Health and Medical Media Champion
- ◆ Corporate Health Champion
- ◆ Champion of Children's Health Care (new)

Nominations will be accepted through July 29. Nomination forms may be downloaded at www.bcbsok.com.

Providers may begin applying for NPI; but include BCBSOK number on claims through May 2007

Beginning May 2005, the Centers for Medicare and Medicaid Services began issuing National Provider Identifiers (NPI) to health care providers.

When including the NPI number on claims submitted to Blue Cross and Blue Shield of Oklahoma, continue to include the BCBSOK provider number through May 23, 2007 to ensure quick and accurate payment and that the claim is not returned.

The NPI will serve as the replacement for all other health care provider identifiers currently used in standard transactions regulated by the

Health Insurance Portability and Accountability Act (HIPAA). The deadline for mandated NPI assignment and use is May 23, 2007.

After full implementation of the NPI system in May 2007, it will no longer be necessary for providers to use different identifiers for the various health plans they bill, which will simplify the billing process.

To view companion documents and additional Health Insurance Portability and Accountability Act (HIPAA) information, visit www.bcbsok.com and follow the provider link at the top of the page.

Drug Formulary Update

The prescription drug formulary is updated quarterly and applies to members with prescription drug cards with copayments. The most current

version of the formulary is located at www.bcbsok.com.

Added to Tier 2
Sensipar

Added to Tier 3
Ciprofloxacin
Mebaral
Terazol

Physician News

Survey shows hypertension control among members at sub-optimal levels

A recently completed measurement of hypertension control among Blue Cross and Blue Shield of Oklahoma and BlueLincs HMO members found several opportunities present for enhancing member health. Those findings are consistent with national data.

Some of the key results include:

- ◆ Blood pressure control at less than 140/90 was achieved for only 46 percent of the PPO population and 39 percent for the HMO population.
- ◆ Hypertensive patients with diabetes, blood pressure control at less than 130/85 was accomplished for only 30 percent of PPO members and 29 percent for HMO members.
- ◆ Of particular note was the fact that of those with uncontrolled blood pressure 56 percent of the PPO population and 42 percent of the HMO populations were on only one antihypertensive medication. For those with diabetes, the average was around 53 percent.

To prevent the well-documented death and disease associated with hypertension, the JNC7 Report recommends using multiple or combination medications on patients with uncontrolled blood pressure.

For more information regarding the JNC 7 guidelines visit www.nhlbi.nih.gov/guidelines/hypertension/.

Hospital News

Submit claims for related services received within seven-day window on single UB-92

To expedite processing of claims, when a Blue Cross and Blue Shield of Oklahoma or BlueLincs HMO member receives multiple services related to the same diagnosis within a seven-day period (also called window of service), submit all procedures on one claim.

Window of service is the time period spanning three days prior to a significant procedure or medical visit and three days after a significant

procedure and includes all related services.

If the primary diagnosis on each claim has the same first three digits, this would fall under window of service if the dates of service also fell within the seven-day window. All claims that meet the criteria should be combined into one claim.

Contact your health industry relations consultant if you have questions.

Use value code '02' when only private room is available

When submitting hospital claims for Blue Cross and Blue Shield of Oklahoma members, use the value code "02" in box 39 of the

UB-92 claim form if there are only private rooms available. This will speed processing of claims and expedite payment.

Pharmacy News

Prescription drug coverage coming for Medicare beneficiaries on Jan. 1, 2006

Medicare beneficiaries or those who will become Medicare eligible in November, December or January, may enroll for the new prescription drug coverage during the initial open enrollment period Nov. 15, 2005 through May 15, 2006.

Coverage for the new benefits, called Part D, will begin on Jan. 1, 2006. Blue Cross and Blue Shield of Oklahoma has submitted a bid to the Centers for Medicare and Medicaid Services (CMS) to become a Part D carrier.

According to CMS, the new prescription drug

benefit will cover 50 percent of the average beneficiary's drug spending (about \$1,100 per year), and those on a limited income will see even more savings — up to 96 percent.

The new Medicare prescription drug coverage will pay for brand name and generic drugs, and beneficiaries will have the option to choose between at least two prescription drugs plans.

Blue Cross and Blue Shield of Oklahoma will provide more information on the new benefits in upcoming issues of *Network News*.

Nominations being accepted for
Oklahoma's Champions of Health

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