



NIA
Provider Training Program
For HealthAmerica
2009



Provider Training Program Agenda

- Welcome and Opening Remarks
- Radiology Benefit Management (RBM) Program
- About NIA
- The Provider Partnership
- The Program Components
- The Provider Assessment Program
- The Facility Selection Support Program
- How the Program Works:
 - The Authorization Process
 - The Authorization Appeals Process
 - The Claims Process
 - The Claims Appeals Process
- Provider Self-Service Tools (RadMD and IVR)
- RadMD Demo
- Provider Communication and Service as High Priority
- NIA Provider Relations and Contact Information
- Questions and Answers

About NIA

NIA is accredited by
NCQA and URAC

National Imaging Associates (NIA) -- chosen as the solution for National and Regional Health Plans covering more than 18 million lives due to:

- Distinctive clinical focus.
- Accredited by NCQA and URAC-certified.
- Innovation and Stability -- Parent is Magellan Health Services -- enhances operational competencies, IT capabilities and patient support tools; affords financial stability for growth and continued investment in innovative technology.

Focus / Results: Maximizing diagnostic services value; promoting patient safety through:

- A clinically-driven process that safeguards appropriate diagnostic treatment for HealthAmerica beneficiaries.
- Convenient access to a network of qualified providers.
- We continue to maintain a steadfast commitment to improving the quality of radiology care for patients providing value added services to physicians, and delivering dramatically improved financial results to our health plan partners

The NIA Provider Partnership Model

- Dedication to Provider Service and Convenience
 - Dedicated PR staff
 - Authorization Call Center
 - Interactive Voice Response (IVR)
 - Innovative Provider Tool – RadMD
 - Education and Training Programming
 - Ongoing Outreach to Providers – ordering provider surveys, individual ordering / rendering practice retraining, satisfaction surveys, etc.

Program Components

- **Utilization Management/Authorizations:** NIA's proprietary, evidence-based decision support algorithms support scripting for call center representatives or online - leading to quick procedure approval or consultation with our radiology experts.
- **Information and Transaction Tools:** RadMD.com Web site provides the ability for ordering providers to request and obtain authorizations, reference lists of nearby imaging facilities, locate authorizations given, gain rapid authorization requests. Providers report a high level of satisfaction with their use of RadMD finding it a simple tool to use and a time-saver for staff.
- **Ordering Provider Program:** Analyze referral patterns with HealthAmerica and develop additional education and outreach opportunities to the provider community to review various facility options based upon convenience factors for members (i.e., free parking, on a public transportation line, weekend hours, etc.)
- **Provider Assessment:** The program includes both credentialing and privileging of NIA's contracted providers and privileging only for HealthAmerica in-office providers for advanced and cardiac imaging. The program promotes continuous quality improvement, provides scope of practice limitations and enables consumers to make educated health care decisions.

Program Components

■ **Advanced Imaging Provider Network:**

- HealthAmerica will use NIA's Pennsylvania network of Free-Standing Imaging Facilities (FSFs) as it's preferred providers for delivering outpatient MR, CT and PET services to fully insured commercial and Medicare members throughout Pennsylvania.
- NIA is in the process of recruiting Free Standing Facilities in Pennsylvania. The NIA contracted facilities will be "in network" for HealthAmerica members.

■ **HealthAmerica Participating Hospitals and In-Office Providers:**

- HealthAmerica Participating Hospitals, hospital-owned FSFs and Privileged In-Office Providers offering advanced and cardiac imaging services will continue under their current HealthAmerica contracts as "in-network" providers. They will need to participate in the NIA prior authorization program.



The Provider Assessment Process for Rendering Providers

NIA's Provider Assessment Program

- NIA has a Comprehensive Program for Evaluating Imaging Providers Selected to Participate in the HealthAmerica RBM Program.
- The NIA Provider Assessment Program:
 - Encompasses both Credentialing and Privileging into the NIA provider selection process.
 - Applies a quality assessment process to HealthAmerica's imaging providers.
 - Assures that free-standing facilities (FSF) and interpreting physicians rendering imaging services meet quality standards.
 - Uses an on line application process that is easy and convenient for the imaging providers (both NIA and HealthAmerica) to complete the quality assessment survey.
- Privileging results are collaboratively reviewed with HealthAmerica for all HealthAmerica contracted providers.



Facility Selection Support Program

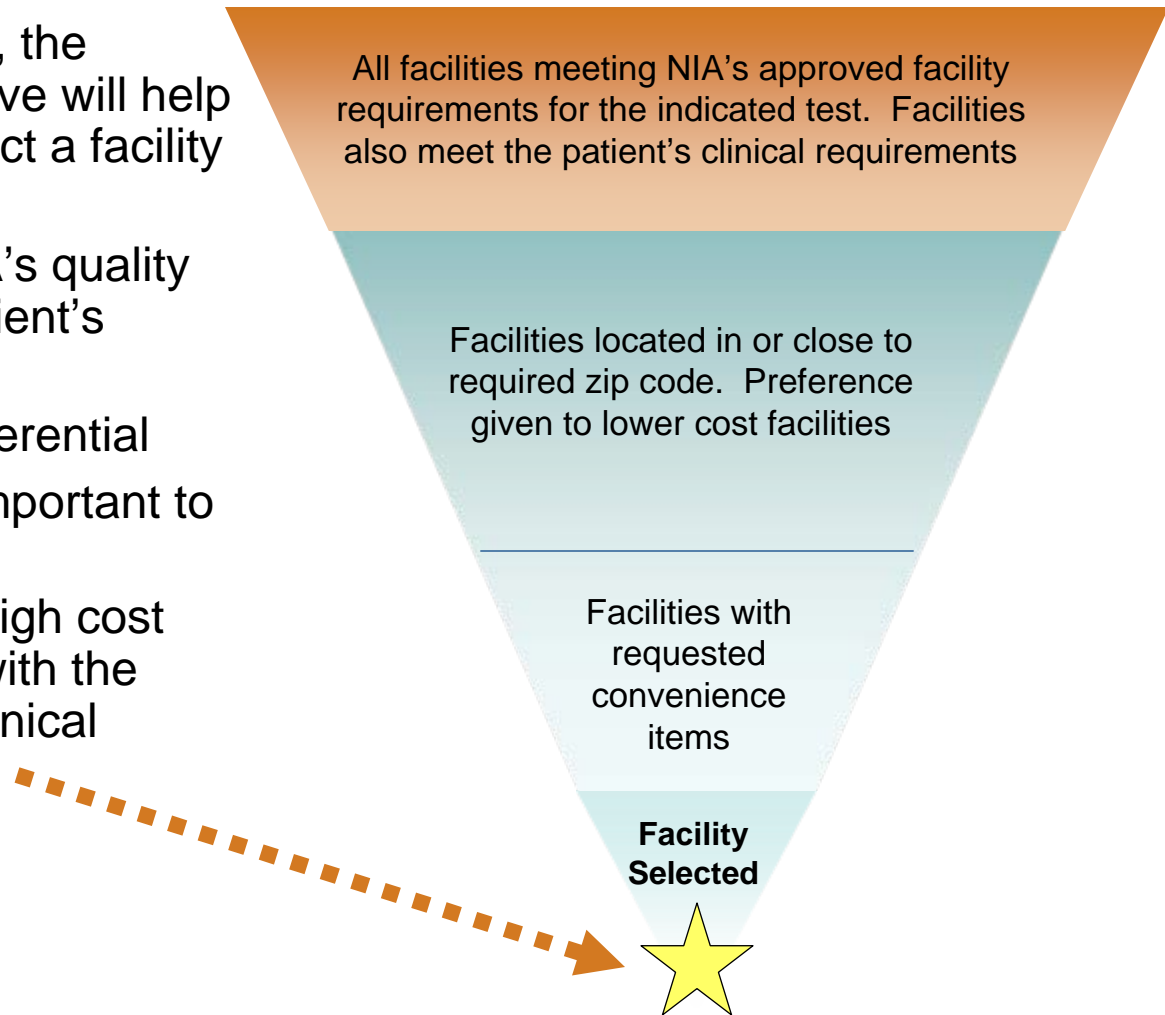
Facility Selection Support Goals

The facility selection process is based on patient support and cost effectiveness.

- Primary consideration is always the clinical aspect of the patient when making facility recommendations.
- Helps ensure that patients go to quality imaging facilities that are conveniently located.
- Supports the education of both the provider and patient about cost-effective facility alternatives.
- Facilitates the delivery of tests at free-standing, outpatient facilities (when appropriate) to support lower costs

How Facilities are Selected

- During prior authorization, the authorization representative will help the ordering provider select a facility based on:
 - Facilities meeting NIA's quality requirements and patient's clinical need
 - Location and cost differential
 - Convenience items important to patient
- Prior Authorization for a high cost facility will be confirmed with the consumer if there is no clinical justification



Convenient Services that can be Selected

- Transportation and Parking
 - Public transportation accessibility
 - Free parking
- Language Assistance
 - Languages spoken by office staff
 - Telecommunication equipment for deaf patients
- Weekend or Evening Hours
 - Extended evening hours
 - Weekend hours



The Authorization Process

NIA Prior Authorization is required for:

- Non-Emergent Outpatient:
 - CT/CTA/CCTA
 - MRI/MRA
 - PET Scan
 - Stress Echo
 - Nuclear Cardiology
 - Diagnostic Nuclear Medicine
- Any code that is specifically cited in the HealthAmerica/NIA Billable CPT Codes Claims Resolution Matrix handout.
- All other procedures will be adjudicated and paid by HealthAmerica per their payment policy.

NIA Prior Authorization is not required for:

- Inpatient, Observation or Emergency Room:
 - CT/CTA/CCTA
 - MRI/MRA
 - PET Scan
 - Stress Echo
 - Nuclear Cardiology
 - Diagnostic Nuclear Medicine

Clinical Validity of Algorithms

- NIA currently reviews more than 450,000 advanced imaging requests each month.
- All algorithms and guidelines are reviewed and approved by HealthAmerica Medical Directors.
- Algorithms and guidelines were developed with input from physicians; those related to Coronary Artery Disease were validated with cardiologists.
- Our goal is to suggest the most appropriate test early in an episode of care.
- Consultative communication is a hallmark of NIA – NIA has a team of 62 board-certified physicians representing radiology and a host of other specialties available for physician to physician discussions.
- Requests related to Coronary Artery Disease that require physician review are reviewed by cardiologists.

NIA's Authorization Process

- The ordering physician is responsible for obtaining prior authorization.
 - Requests for CCTA, Nuclear Cardiology and Stress Echo that are related to Coronary Artery Disease will be reviewed using CAD-specific algorithms, which in some scenarios may suggest an alternate study.
- The rendering provider must ensure that prior authorization has been obtained and it is recommended that you not schedule procedures without prior authorization.
- Procedures performed without proper authorization will not be reimbursed.
- If the radiologist or rendering provider feels that, in addition to the study already authorized, an additional study is needed, either the radiologist or rendering provider should proceed with the additional study and contact NIA within one (1) business day to initiate the review process for medical necessity.
- If an urgent clinical situation exists outside of a hospital emergency room, the radiologist or rendering provider should proceed with the study and contact NIA the next business day to go through the normal review process.
- Separate prior authorization numbers are not needed for CT-guided biopsy, CT-guided radiation therapy and some MR-guided procedures.

NIA OCR Fax Cover Sheet – Submission of Clinical Information

- NIA utilizes OCR technology which allows us to attach the clinical information that you send to be automatically attached to an existing preauthorization request.
- For the automatic attachment to occur you must use the NIA Fax Cover Sheet as the **first** page of your fax.
- You can obtain an NIA Fax Cover Sheet in the following ways.
 - If you have submitted your preauthorization request on-line through RadMD, at the end of your submission of the preauthorization request you are given the option to print the cover sheet.
 - On RadMD click on the link “Request a Fax Cover Sheet”. This will allow you to print the cover sheet for a specific patient.
 - By calling the NIA Clinical Support Department at 1-888-642-7649 you can request a cover sheet be faxed to you.
 - If we have sent you a fax requesting additional clinical information the NIA Fax Cover Sheet should accompany the request.
- By following this process it will ensure a timely and efficient case review.

NIA Prior Authorization Process

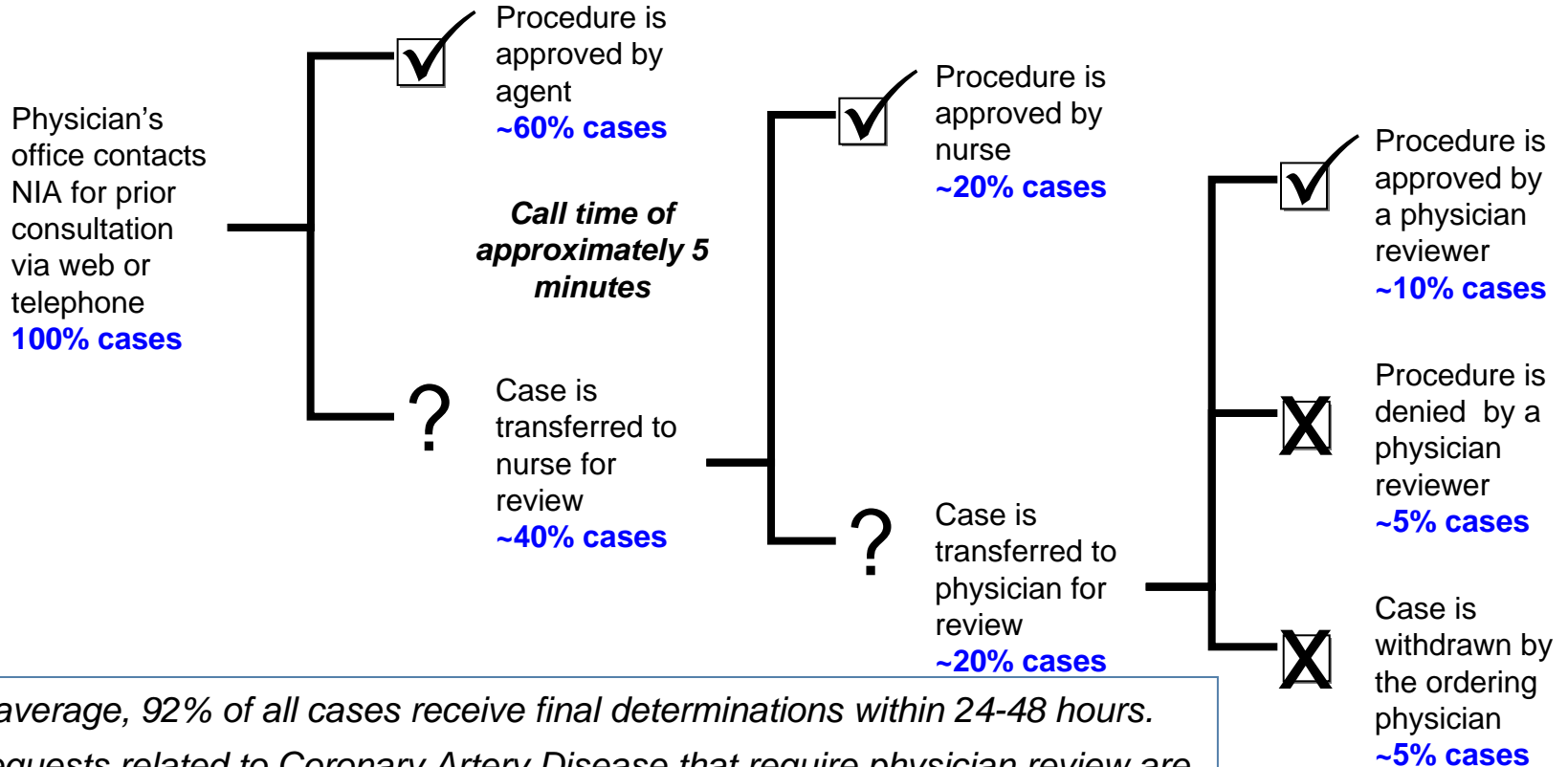
Agent Level



Nurse Level



Physician Level*



On average, 92% of all cases receive final determinations within 24-48 hours.

* Requests related to Coronary Artery Disease that require physician review are reviewed by cardiologists.



The Authorization Appeals Process

The Authorization Appeals Process

- In the event of a denial and you are not satisfied with a medical decision from NIA, you may appeal the decision through HealthAmerica.
- You will receive appeal information in the denial letter that will be sent to you.



The Claims Process

How Claims Should be Submitted

- Rendering providers/Imaging providers should continue to send their claims directly to **HealthAmerica** at:

HealthAmerica Claims Department
P.O. Box 7089
London, KY 40742 – 7089

- Providers are encouraged to use EDI claims submission.
- **HealthAmerica** payor ID number is 25126.



The Claims Appeals Process for Providers

The Claims Appeals Process

- In the event of a prior authorization or claims payment denial, you may appeal the decision through HealthAmerica.
 - Follow the instructions on your non-authorization letter or Explanation of Payment (EOP) notification.

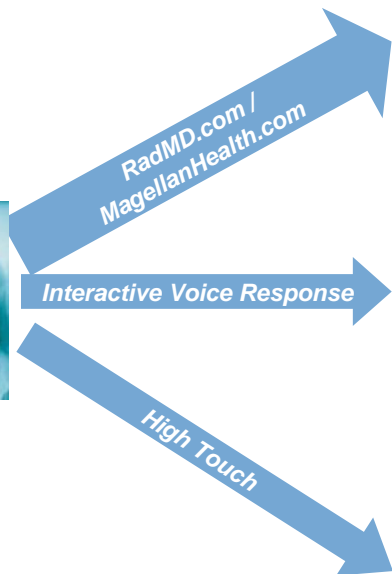


Self Service Tools and Usage

Multi-Channel Provider Relations Strategy



**Radiology
Provider**



Internet Offerings

- *Credentialing*
- *Privileging*
- *Initiate Authorization (Ordering Provider)*
- *Authorization Inquiry*
- *Secure Messaging*



IVR – Interactive Voice Response

- *Authorization Inquiry*



Provider Service Line & Provider Relations Staff

- *Provider Support & Inquiries*
- *Provider Forums/Education*
- *Centralized and Regional Support*

Self Service Tools and Usage

Interactive Voice Response (IVR)

- Use tracking number to check status of cases.

Web site: www.RadMD.com

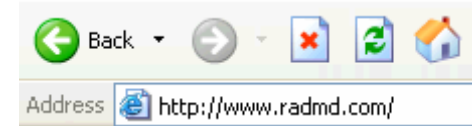
- Use tracking number to review an exam request.



The screenshot displays the RadMD website interface. At the top, the title "RadMD" is centered. Below the title, there is a block of text: "24/7 online access for imaging facilities health plans to NIA's near-real-time authorization and consultation services. »for more information...". Underneath this text are two buttons: "Login" and "New User". At the bottom of the interface, there is a section labeled "Authorization Tracking:" followed by a text input field and a "Search" button.

NIA Website www.RadMD.com

- Information concerning approved authorizations can be viewed at www.RadMD.com after login with username and password.
- Providers may search based on the patient's ID number, name or authorization number.



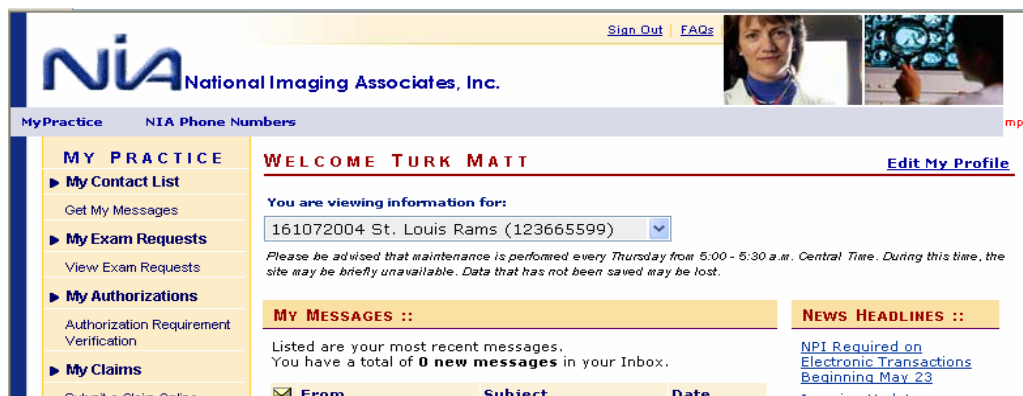
NIA Web Site – Ordering Providers

- RadMD is a user-friendly, near-real-time Internet tool offered by NIA.
 - Available from 5:00 a.m. to 12:00 a.m. ET Monday – Friday; Saturdays from 8:00 a.m. to 1:00 p.m. ET
- Provide you with instant access to much of the high tech imaging prior authorization information that our call center staff provides, but in an easily accessible Internet format.
- Web site can provide you with up-to-the-hour information on member authorizations, including date initiated, date approved, exam category, valid billing codes and much more.
- We encourage all ordering providers to submit all requests on line.
- With RadMD, the majority of cases will be authorized online with ease; however, we will resolve pended cases through our Clinical Review department.

NIA Web Site - Imaging Facilities

- User-friendly, near-real-time Internet tool offered by NIA.
 - Log on to RadMD
 - RadMD.com Web site can offer providers direct access to:

- Members' authorizations
 - Date initiated
 - Exam requested
 - Valid billing codes (CPT)
 - Secure messaging
 - Current provider news



The screenshot shows the NIA (National Imaging Associates, Inc.) web site interface. At the top, there is a navigation bar with "Sign Out" and "FAQs" links. Below this is a header section with the NIA logo and the text "National Imaging Associates, Inc.". A user profile picture of a woman is visible on the right. The main content area is divided into several sections:

- MY PRACTICE**: A sidebar menu with options: "My Contact List", "Get My Messages", "My Exam Requests", "View Exam Requests", "My Authorizations", "Authorization Requirement Verification", and "My Claims".
- WELCOME TURK MATT**: A personalized greeting with an "Edit My Profile" link.
- You are viewing information for:**: A dropdown menu showing "161072004 St. Louis Rams (123665599)".
- Message Notice**: A text box stating, "Please be advised that maintenance is performed every Thursday from 5:00 - 5:30 a.m. Central Time. During this time, the site may be briefly unavailable. Data that has not been saved may be lost."
- MY MESSAGES ::**: A section titled "Listed are your most recent messages. You have a total of 0 new messages in your Inbox." with a table header for "From", "Subject", and "Date".
- NEWS HEADLINES ::**: A section with a link for "NPI Required on Electronic Transactions Beginning May 23".

- Access to a full range of helpful content including our Imaging Provider Handbook, Diagnostic Imaging Guidelines, Quick Reference Guide



To get started, visit www.RadMD.com

- Click the “New User” button on the right side of the home page.
- Fill out the application and click the “Submit” button.
- You must include your e-mail address in order for our Webmaster to respond to you with your NIA-approved user name and password.
- Everyone in your organization is required to have his or her own separate user name and password due to HIPAA regulations.
- On subsequent visits to the site, click the “Login” button to proceed.



RadMD Demo



NIA Provider Relations

Provider Relations Structure and Portals

- Dedicated provider service line for provider inquiries
 - Radiology Network Services line at 1-800-327-0641
- Dedicated NIA Provider Relations Manager for HealthAmerica providers – Charmaine S. Gaymon, who will be there for you to:
 - Educate ordering and rendering providers as to how the program works
 - Serve as a Liaison between HealthAmerica Provider Relations and NIA.
 - Answer your questions and assist you with researching an issue at:
 - Phone (410) 953-2615 Cellular (302) 276-5107
 - Via e-mail at csgaymon@magellanhealth.com



Questions and Answers