

PersonalCare Quick Reference Guide for Imaging Facilities



Effective May 1, 2010

PersonalCare has selected National Imaging Associates, Inc. (NIA) to implement a radiology benefit management program. The scope of this program will initially be limited to PersonalCare's fully insured and Medicare Advantra business. NIA will manage the network and the prior authorization for non-emergent, advanced imaging services rendered to PersonalCare members.

NIA will provide utilization management for the following advanced radiology services that require prior authorization;

- ▶ CT /CTA/CCTA
- ▶ MRI/MRA
- ▶ DIAGNOSTIC NUCLEAR MEDICINE
- ▶ PET SCAN
- ▶ STRESS ECHO
- ▶ NUCLEAR CARDIOLOGY

*A separate authorization number is required for each procedure ordered

The following services will **not** be impacted by this relationship:

- Inpatient advanced radiology services
- Emergency Room radiology services
- PersonalCare will continue to perform prior authorization of coverage for interventional radiology procedures (even those that utilize MR/CT technology)

Prior Authorization Implementation Recommendations

As a provider of diagnostic imaging services that require prior authorization, it is essential that you develop a process to ensure that the appropriate authorization number(s) has been obtained.

It is the responsibility of the rendering facility or physician to ensure that prior authorization was obtained, when necessary. Payment will be denied for procedures performed without a necessary authorization, and the member cannot be balance-billed for such procedures.

Emergency room, observation and inpatient imaging procedures do not require prior authorization from NIA. If an emergency clinical situation exists outside of a hospital emergency room, you should proceed with the examination and call NIA at 800-642-7835 the next business day to proceed with the normal review process.

Please refer to the enclosed PersonalCare/NIA Billable CPT® Codes Claim Resolution Matrix for all of the CPT-4 codes that NIA authorizes on behalf of PersonalCare.

The following recommendations are offered for your review and consideration in developing effective procedures for your facility. These recommendations are for informational purposes only and are not policies of PersonalCare or NIA.

Prior Authorization Recommendations

To ensure that authorization numbers have been obtained, the following recommendations should be considered.

- Communicate to all personnel involved in outpatient scheduling that prior authorization is required for the above procedures under many plans.
- If a physician office calls to schedule a patient for a procedure requiring prior authorization, request the authorization number.
- If the referring physician has not obtained prior authorization when required, inform the physician of this requirement and advise him/her to obtain an authorization by visiting NIA's Web site at www.RadMD.com, or by calling NIA's toll free number, 800-642-7835. You may elect to institute a time period in which to obtain the prior authorization number, e.g., one business day.
- If a patient calls to schedule an appointment for a procedure that requires authorization, and does not have the authorization number, the patient should be directed back to the referring physician who ordered the examination.
- Authorizations are valid for 90 days from the date of the request.

Checking Authorizations

You can check on the status of patients' authorizations quickly and easily by going to the NIA Web site, www.RadMD.com. After sign-in, visit the **My Exam Requests** tab to view all outstanding authorizations.

Quick Contacts

- Web Site: www.RadMD.com
- Toll-free Phone Number: 800-642-7835
- Call Center Hours: Mon-Fri 8 a.m. to 8 p.m. EST
- NIA Radiology Network Services: 1-800-327-0641

Please check both sides of the member's identification card carefully to determine whether an authorization is required.

Submitting Claims

Claims will continue to go directly to PersonalCare. Please send your claims for imaging procedures to the following address:

PersonalCare
P.O. Box 7141
London, KY 40742

For electronic submission, PersonalCare's payor ID number is 25133.

Frequently Asked Questions

In this section NIA addresses commonly asked questions received from providers.

Can I see a copy of the NIA provider handbook policies as I prepare to sign a participating provider agreement with NIA?

Yes. You can obtain a copy of NIA's Imaging Provider Handbook by calling NIA's Radiology Network Services team at 800-327-0641. Also, you can visit NIA's Web site at www.RadMD.com to view the handbook online.

The rates I currently have do not represent all of the services we provide or represent more services than we provide. Who can I contact to change this?

NIA sends contracts to providers whom we believe at the start of a relationship are most likely to fit the entity's business and clinical model. To that end, NIA sends professional rates to practitioners or groups who read films, technical imaging rates to hospitals and both to freestanding facilities. If the rates we have sent to you do not include the right mix of these categories, please contact your Area Contract Manager.

How does NIA establish its provider reimbursement rates?

NIA performs an analysis of a number of payers to establish a competitive rate while giving participating providers the opportunity for enhanced patient volume resulting from an ever-growing number of patients insured by some of the nation's largest health plans.

Where can I find NIA's Guidelines for Clinical Use of Diagnostic Imaging Examinations?

NIA's Guidelines for Clinical Use of Diagnostic Imaging Examinations can be found on NIA's Web site at www.RadMD.com.

Is prior authorization necessary if PersonalCare is not the member's primary insurance?

Yes. PersonalCare's prior authorization requirements apply when PersonalCare is the primary and secondary insurer.

What does the NIA authorization number look like?

The NIA authorization number consists of 8 or 9 alphanumeric characters (e.g., 1234X567). In some cases, the ordering physician may instead receive an NIA **tracking number** (not the same as an authorization number) if the physician's authorization request is not approved at the time of initial contact. Physicians can use either number to track the status of their request on the RadMD Web site or via our Interactive Voice Response telephone system.

Who can I contact at NIA for questions, complaints, and appeals, etc.?

Please use the following NIA contacts by type of issue:

- Provider contracting questions: Contact your NIA Area Contract Manager or the Radiology Network Services line at 800-327-0641.
- For privileging application or process, contact NIA's Provider Assessment Department toll-free at 888-972-9642 or at RADPrivilege@Magellanhealth.com
- To educate your staff on NIA procedures and to assist you with any provider issues or concerns, contact your NIA Area Provider Relations Manager.
- Provider credentialing appeals: Send to NIA – Radiology Network Services, MO61, 14100 Magellan Plaza, Maryland Heights, MO 63043; fax number: 314-292-1151.
- Prior authorization and claims payment complaints/appeals: Follow the instructions on your denial letter or Explanation of Benefit (EOB).
- Other questions, complaints and appeals not related to authorizations or claims: Contact the NIA Radiology Network Services line at 800-327-0641.

How will NIA direct members to my facility?

NIA actively promotes utilization of quality, cost-effective imaging providers by providing patients and referring physicians critical information online and at the point of ordering. Members will soon be able to access information on a number of quality (e.g., accreditations, certifications) and convenience indicators (e.g., hours of operation, handicap access, parking) on NIA's Web site. Our goal is to assist patients and referring physicians in selecting quality, convenient and cost-effective care for each individual.

Will out-of-area PersonalCare members be able to use the NIA network when traveling out of state?

Yes, depending on their benefit plan.

What will the member ID card look like? Will it have both NIA and PersonalCare information on the card? Or will there be two cards?

The PersonalCare member ID card will not have NIA identifying information on it. PersonalCare will redirect calls to NIA for advanced imaging services.