

# Quick Reference Guide for Imaging Facilities for HealthAmerica and CoventryCares Members

**HealthAmerica-December 1, 2009**  
**CoventryCares-April 1, 2010**

National Imaging Associates, Inc. (NIA) will provide utilization management services for outpatient MR, CT, PET, Nuclear Stress (MPI), CCTA, Echo Stress, Nuclear Cardiology and Diagnostic Nuclear Medicine imaging procedures for HealthAmerica. NIA will manage the provider network and the prior authorization for non-emergent, advanced imaging services rendered to **HealthAmerica** members, including members in **HealthAmerica's CoventryCares** plan.

The following services will not be impacted by this relationship:

- Inpatient high-tech radiology services
- Emergency Room radiology services. **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 contact NIA the next business day. Call the toll free number: 1-800-755-1135 to proceed with the normal review process.
- **HealthAmerica** will continue to perform prior authorization of coverage for interventional radiology procedures (even those that utilize MR/CT technology)

## Procedures Requiring Prior Authorization

- CT/CTA
- MRI/MRA
- PET Scan
- Nuclear Stress (MPI)
- CCTA
- Echo Stress
- Nuclear Cardiology
- Diagnostic Nuclear Medicine

\*A separate authorization number is required for each procedure ordered.

## 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.

The rendering facility or physician must 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.

These recommendations are for informational purposes only and are not policies of **HealthAmerica** or NIA.

To ensure that authorization numbers have been obtained:

- 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 HealthAmerica 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](http://www.RadMD.com), or by calling HealthAmerica at: 1-800-755-1135. You may elect to institute a time period in which to obtain the prior authorization number, e.g., one business day.
- If a HealthAmerica 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 initial request.

### Checking Authorizations

You can check on the status for HealthAmerica members quickly and easily by going to the NIA Web site, [www.RadMD.com](http://www.RadMD.com). After sign-in, visit the **My Exam Requests** tab to view all outstanding authorizations.

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

#### Quick Contacts

- Web Site: [www.RadMD.com](http://www.RadMD.com)
- HealthAmerica Toll Free Phone number: 1-800-755-1135
- NIA Radiology Network Services: 1-800-327-0641

### Submitting Claims

Claims for all HealthAmerica members will continue to go directly to **HealthAmerica**. Please send your claims for imaging procedures to the following address:

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

Or

CoventryCares  
P.O. Box 7803  
London, KY 40742

Providers are encouraged to use EDI claims submission.

HealthAmerica/CoventryCares 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 1-800-327-0641. Also, you can visit NIA's Web site at [www.RadMD.com](http://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 NIA 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](http://www.RadMD.com).

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

**Yes. HealthAmerica's** prior authorization requirements apply when **HealthAmerica** 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, credentialing and communicating changes made to your program, contact your NIA Area Contract Manager at 1-800-327-0641. Your Area Contract Manager will be able to also assist you with changes in your service or program information, including but not limited to changes in facility ownership (including a change in Taxpayer Identification Number and/or NPI), name, address, or telephone number.
- For privileging application or process, contact NIA's Provider Assessment Department toll-free at 1-888-972-9642 or at [RADPrivilege@Magellanhealth.com](mailto: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 non-authorization letter or Explanation of Benefit (EOB)/Explanation of Payment (EOP) notification.
- Other questions, complaints, and appeals not related to authorizations or claims: Contact NIA’s Radiology Network Services line at 1-800-327-0641.

### **How will referring/ordering physicians know who NIA is?**

**HealthAmerica** sends orientation materials to referring providers. **HealthAmerica** and NIA are also coordinating additional outreach and orientation activities.

### **How will NIA direct HealthAmerica 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 HealthAmerica 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 HealthAmerica information on the card? Or will there be two cards?**

The **HealthAmerica** member ID card will not have NIA identifying information on it. **HealthAmerica** will redirect calls to NIA for advanced imaging in the states NIA is serving on behalf of **HealthAmerica**.