



October 1, 2010

Dear OB/GYN Provider,

Peach State Health Plan has expanded its partnership with National Imaging Associates (NIA*) to add the management of OB Ultrasound procedures, effective December 1, 2010. Peach State will maintain oversight of the NIA program and continue to be responsible for claim adjudication.

Effective December 1, 2010, payment for OB Ultrasounds will be based on the following processes:

- The first one (1) to two (2) OB Ultrasounds (US) do not require prior authorization or registration when the CPT code is billed as follows:
 - 76801 or 76817 for the first trimester. One nuchal measure (76813) is also included as a benefit without prior authorization when performed in the first trimester.
 - 76805 or 76811 for second trimester (76811 should only be used for the second US when the diagnosis is 642.xx, 646.xx, 648.xx or 796.5).
 - 76815 or 76816 for the third trimester (when first US is not done until second trimester).
- OB ultrasounds beyond the initial 1-2 procedures described above (and nuchal measure) must be prior authorized by NIA using NIA's clinical guidelines to determine medical necessity.
- Multiple ultrasounds may be approvable upon one request.
- Failure to prior authorize subsequent ultrasounds may result in non-payment of your claim.

Prior authorization will apply to 76805, 76811, 76815, 76816, 76817, 76818, 76819, 76820 and 76821. Providers should log in to www.RadMD.com or call 1-800-704-1483 to obtain authorization prior to performing any of these OB ultrasounds.

Please refer to the enclosed OB Ultrasound Quick Reference Guide for Ordering Providers for additional information about this program.

As always, we appreciate your support and look forward to your assistance in assuring that our members receive obstetrical services delivered in a quality, clinically appropriate manner.

If you have questions, please contact your Provider Relations representative at 1-866-874-0633.

Sincerely,

National Imaging Associates

Peach State Health Plan