



Quick Reference Guide for Ordering Physicians

Effective February 1, 2011

Geisinger Health Plan¹ has selected National Imaging Associates, Inc. (NIA) to provide advanced diagnostic imaging services to its members. NIA will provide utilization management services for the outpatient imaging procedures listed below:

Procedures Requiring Prior Authorization*

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

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

The following services will not be impacted by this transition:

- Inpatient advanced diagnostic imaging services
- Emergency room advanced diagnostic imaging services
- Outpatient advanced diagnostic imaging services other than MR, CT, CCTA, PET, Nuclear Diagnostic Medicine, Nuclear Cardiology/MPI and Echocardiography and Stress Echo imaging studies

The Health Plan will continue to perform prior authorization of coverage for interventional radiology procedures (even those that utilize MR/CT technology such as MR guided breast biopsies). Please refer to the Health Plan's authorization list online at www.thehealthplan.com/providers_us/prior_auth_list.pdf for details on these procedures.

If an emergency clinical situation exists outside of a hospital emergency room, you should proceed with the examination and call NIA at 1-866-305-9729 the next business day to initiate the normal review process.

Please refer to the document on our RADMD.com titled Billable CPT® Codes Claim Resolution Matrix for a list of all the CPT-4 codes that NIA authorizes on behalf of the Health Plan.

Prior Authorization Process

You may obtain prior authorization through the NIA Web site at www.RadMD.com, or through the NIA Call Center at 1-866-305-9729.

¹ Geisinger Health Plan, Geisinger Indemnity Insurance Company, and Geisinger Quality Options, Inc. shall be collectively referred to herein as Health Plan."

To expedite the prior authorization process, please have the following information ready before logging on to NIA's Web site or calling the NIA Utilization Management staff (*denotes required information):

- Name and office phone number of ordering physician*
- Member name and ID number*
- Requested examination*
- Name of provider office or facility where the service will be performed*
- Anticipated date of service (if known)
- Details justifying the examination*:
 - Symptoms and their duration (including cardiac symptoms, risk factors and related history when requesting cardiac services)
 - Physician exam findings (including findings applicable to the requested services, e.g. for cardiac services, include BMI, blood pressure, whether or not patient is a smoker, history of diabetes or hypertension, family history, etc.)
 - Conservative treatment patient has already completed (e.g., physical therapy, chiropractic or osteopathic manipulation, hot pads, massage, ice packs and medication)
 - Results and/or reports of preliminary procedures already completed (e.g., X-rays, CTs, lab work, ultrasound, scoped procedures, referrals to specialist and specialist evaluation). For cardiac services, include total cholesterol, ECG results, HDL level, problems with exercise capacity and results of previous cardiac evaluation procedures (e.g. stress test, echocardiogram, catheterization, etc.)
 - Reason the study is being requested (e.g., further evaluation, rule out a disorder)

Please be prepared to fax the following information, if requested:

- Clinical notes
- Reports of previous procedures
- Specialist reports/evaluation

Web Site Access

You can request prior authorization at www.RadMD.com Monday through Friday, 5 a.m. to midnight Eastern Time, and Saturday, 8 a.m. to 1 p.m. Eastern Time.

A facility or imaging provider can access information on approved authorizations at www.RadMD.com. The facility or imaging provider may search based on the patient's ID number, patient's name or, if known, by the authorization number.

Both the referring and rendering providers can obtain a unique user name and password for each individual user in the office or facility. To begin, simply go to www.RadMD.com, click on the New User button and complete the application form.

If you request an authorization through NIA's Web site and your request is pended, you will receive a tracking number. NIA will contact you to complete the process.

The NIA Web site cannot be used for retrospective or expedited authorization requests. Those requests must be processed through NIA's toll-free number.

Telephone Access

You may request prior authorization by calling 1-866-305-9729 Monday through Friday, 8 a.m. to 8 p.m. Eastern Time.

The NIA Call Center can accept multiple requests during one phone call.

Important Notes

Authorizations are valid for 60 days from the date of initial request.

The NIA authorization number consists of eight or nine alphanumeric characters (e.g., 1234G5678). In some cases, you may receive an NIA tracking number (not the same as an authorization number) if your authorization request is not approved at the time of initial request. You can use either number to track the status of the request on the RadMD Web site or via the NIA Interactive Voice Response telephone system.

It is the responsibility of the physician ordering the imaging examination to call for prior authorization. However, the rendering provider may not receive financial payment and should verify authorization has been issued prior to rendering services. If the authorization is not given during the initial intake process (level one), the case will be forwarded to an NIA clinical department for review of clinical information. If additional information is requested, it can be faxed to NIA's dedicated clinical fax line. An ordering physician's office may request an immediate transfer to a nurse clinical reviewer (level two) during the initial request. Please note, however, this request should only be made if a clinician in the office is available to speak with an NIA nurse, and provide additional clinical information supporting the request.

If the authorization is still pending at the end of the initial call, it is not necessary for the ordering physician's office to remain on the line. If the authorization request still does not meet clinical criteria at the nurse's review level, it will be escalated to a physician's review (level three). At that point, the NIA physician may ask for more clinical information or request to have a peer discussion with the ordering physician.

The NIA Diagnostic Clinical Guidelines can be found on NIA's Web site, www.RadMD.com. These clinical guidelines, for the use of imaging examinations, have been developed from practice experience, literature review, specialty criteria sets and empirical data.

For prior authorization complaints/appeals, please follow the instructions on your denial letter or explanation of payments.

The Health Plan will retain ultimate responsibility and control over claims adjudication and all medical policies and procedures.

Quick Contacts

- Web site: www.RadMD.com
- Toll-free number: 1-866-305-9729
- NIA Call Center hours: Monday–Friday, 8 a.m. to 8 p.m. Eastern Time

Disclaimer: An authorization number is not a guarantee of payment.

Radiation Awareness Program

NIA, in partnership with the Health Plan, has implemented a Radiation Awareness Program to educate the provider community as well as members about radiation exposure.

Goals of the Program

- Inform ordering providers of past exposure
- Offer provider education and consultation
- Educate members about the risk vs. benefits of ionizing radiation

Distinguishing Features

- Claims-based, member-specific radiation accumulator
- NIA will advise ordering providers of patients with high level exposure (\Rightarrow 50 mSv cumulatively while with The Health Plan) to radiation during authorization requests and offer peer-to-peer consultation.
- Provider/member educational content is available
- Medical necessity decisions are not impacted by the patient's radiation exposure - information is intended to assist the provider with the member's care.

More information on radiation awareness is available on our website, www.RadMD.com.