

# Highmark West Virginia Quick Reference Guide For Facilities



**Effective January 1, 2011**

Highmark West Virginia has selected National Imaging Associates, Inc. (NIA) to provide radiology network management services. NIA will provide utilization management services for outpatient MR, CT, PET, Nuclear Stress (MPI), CCTA, Stress Echo and Nuclear Cardiology imaging procedures. NIA will manage the provider network and the prior authorization for **non-emergent, advanced imaging services** rendered to members enrolled in Highmark West Virginia commercial health plans, including Super Blue Plus PPO, Super Blue Select Point of Service (POS), Steel, West Virginia Small Business Plan (WVSBP) and HHIC Freedom Blue Medicare Advantage Plan. The requirements will be waived for Highmark West Virginia's Traditional Indemnity product, Bluecard and the Federal Employee (FEP) program.

The following services will not be impacted by this relationship:

- Inpatient high-tech radiology services
- Emergency Room radiology services
- Urgent Care radiology services
- Ambulatory Surgical Facility radiology services
- Radiology services provided during outpatient observation
- **Highmark West Virginia** 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 is obtained, when necessary. Payment will be denied for procedures performed without a necessary authorization, and the member cannot be balance-billed for such procedures.

## Procedures Requiring Prior Authorization Under Many Highmark West Virginia Plans \*

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

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

## Procedures Requiring Prior Notification

- Stress Echo

Emergency room, observation, ambulatory surgery center 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 Highmark West Virginia the next business day. Call the toll free number: 1-800-344-5245 for commercial or 1-800-269-6389 for Medicare Advantage Freedom Blue to proceed with the normal review process.

The following recommendations are offered for your review and consideration in developing an effective procedure for your facility. These recommendations are for informational purposes only and are not policies of **Highmark West Virginia** 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 accessing Navinet or by calling Highmark West Virginia at 1-800-344-5245 for commercial or 1-800-269-6389 for Medicare Advantage Freedom Blue. 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 60 days from the date of the final determination.

### Checking Authorizations

You can check on the status of patients' authorizations quickly and easily by going to Navinet, [www.navinet.com](http://www.navinet.com).

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 **Highmark West Virginia**. Please submit claims for imaging procedures as you currently do today.

Providers are encouraged to use EDI claims submission.

### Frequently Asked Questions

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

#### 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 Highmark West Virginia's Web site at [www.msbcbs.com](http://www.msbcbs.com).

#### Is prior authorization necessary if Highmark West Virginia is not the member's primary insurance?

**Yes.** Highmark West Virginia's prior authorization requirements apply when Highmark West Virginia is the primary or secondary insurer.

#### Quick Contacts

- Web Site: [www.msbcbs.com](http://www.msbcbs.com)
- Highmark West Virginia Toll Free Phone number: 1-800-344-5245 for commercial or 1-800-269-6389 for Medicare Advantage Freedom Blue

### 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.

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

Please use the following NIA contacts by type of issue:

- To educate your staff on NIA procedures and to assist you with any provider issues or concerns, contact your NIA Area Provider Relations Manager.
- 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.

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

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

### Will out-of-area Highmark West Virginia 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 Highmark West Virginia information on the card? Or will there be two cards?

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

### How can I obtain information on Highmark West Virginia's Privileging process?

**Highmark West Virginia** will be forwarding information with regard to the privileging process for imaging facilities beginning in January, 2011.