Coventry Health Care of Florida
Quick Reference Guide
for Rendering Providers

Effective January 1st, 2010

Coventry Health Care of Florida selected NIA Magellan\(^1\) to implement a radiology benefit management program for outpatient advanced imaging services for Coventry Health Care of Florida members. This program is consistent with industry-wide efforts to both ensure clinically appropriate care and manage the increasing utilization of these services. NIA Magellan managed the outpatient imaging services listed below through NIA Magellan’s existing contractual relationships.

The following services will **not** be impacted by this relationship:
- Inpatient advanced imaging services
- Emergency Room imaging services
- Observation imaging services
- Coventry Health Care of Florida will continue to perform prior authorization of coverage for interventional radiology procedures (even those that utilize MR/CT technology)

**Prior Authorization Implementation**
As a provider of diagnostic imaging services that requires 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 prior authorization, and the member cannot be balance-billed for such procedures.

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\(^1\) NIA Magellan refers to National Imaging Associates, Inc.
Procedures Requiring Prior Authorization Under Coventry Health Care of Florida *

- MRI/MRA
- CT/CTA
- PET
- CCTA
- Myocardial Perfusion Imaging
- Stress Echo
- Diagnostic Nuclear Medicine

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

Emergency room, observation and inpatient imaging procedures do not require prior authorization from NIA Magellan. If an urgent/emergent clinical situation exists outside of a hospital emergency room, please contact NIA Magellan immediately with the appropriate clinical information for an expedited review. The number to call to obtain a prior authorization is 1-866-847-8235.

Please refer to NIA Magellan’s website to obtain the Coventry Health Care of Florida / NIA Magellan Billable CPT® Codes Claim Resolution Matrix for all of the CPT-4 codes that NIA Magellan authorizes on behalf of Coventry Health Care of Florida.

Prior Authorization Processes
To ensure that authorization numbers have been obtained, the following processes should be considered.

- Communicate to all personnel involved in outpatient scheduling that prior authorization is required for the above procedures under Coventry Health Care of Florida.
- 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 Magellan’s website at www.RadMD.com, or by calling 1-866-847-8235. 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 procedure.
- Authorizations are valid for 90 days from the date of request determination.

Quick Contacts
- Website: www.RadMD.com
- Toll Free Phone Number: 1-866-847-8235
Checking Authorizations
You can check on the status of patients’ authorizations quickly and easily by going to the NIA Magellan website, [www.RadMD.com](http://www.RadMD.com). After obtaining a secure password sign-in to select, 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.

Submitting Claims
Claims will continue to go directly to Coventry Health Care of Florida. Please send your claims for imaging procedures to the following address:

**Coventry Health Care of Florida**  
Attn: Claims Department  
Coventry Health Care of Florida  
P.O. Box 7808  
London, KY 40742

Providers are encouraged to use EDI claims submission.

Coventry Health Care of Florida payor ID number is 55248.

Frequently Asked Questions
In this section NIA Magellan addresses commonly asked questions received from providers.

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

Yes. You can obtain a copy of NIA Magellan’s Imaging Provider Handbook by calling NIA Magellan’s Radiology Network Services team at 800-327-0641. Also, you can visit NIA Magellan’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 Magellan 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 Magellan 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 Magellan establish its provider reimbursement rates?

NIA Magellan 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 Magellan's Guidelines for Clinical Use of Diagnostic Imaging Procedures?

NIA Magellan’s Guidelines for Clinical Use of Diagnostic Imaging Procedures can be found on NIA Magellan’s website at www.RadMD.com.

Is prior authorization necessary if Coventry Health Care of Florida is not the member's primary insurance?

No

What does the NIA Magellan authorization number look like?

The NIA Magellan authorization number consists of 8 or 9 alpha/numeric characters (e.g., 1234X567). In some cases, the ordering physician may instead receive an NIA Magellan 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 Magellan for questions, complaints, and appeals, etc.?

Please use the following NIA Magellan contacts by type of issue:

- Provider contracting questions: Contact your NIA Magellan Area Contract Manager or the Radiology Network Services line at 800-327-0641.
- For privileging application or process, contact NIA Magellan’s Provider Assessment Department toll-free at 888-972-9642 or at RADPrivilege@Magellanhealth.com.
- To educate your staff on NIA Magellan procedures and to assist you with any provider issues or concerns, contact your NIA Magellan Area Provider Relations Manager. Please see the State Network Contact listing on RadMD under Useful References to locate all Provider Relations Managers. Or click on the link below http://www1.radmd.com/media/624695/state-assignment-listing-3-2014.pdf
- Provider credentialing appeals: Send to NIA Magellan – Radiology Network Services, MO61, 14100 Magellan Plaza, Maryland Heights, MO 63043; fax number: 314-292-1151.
- Preauthorization 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 the NIA Magellan Radiology Network Services line at 800-327-0641.

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

Coventry Health Care of Florida sends orientation materials to referring providers. Coventry Health Care of Florida and NIA Magellan also coordinate outreach and orientation activities.

**How does NIA Magellan direct members to my facility?**

NIA Magellan actively promotes utilization of quality, cost-effective imaging providers by providing patients and referring physicians with 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 Magellan’s website. Our goal is to assist patients and referring physicians in selecting quality, convenient and cost-effective care for each individual.

**What does the member ID card look like? Does it have both NIA Magellan and Coventry Health Care of Florida information on the card? Or will there be two cards?**

The Coventry Health Care of Florida member ID card does not have NIA Magellan identifying information on it. Coventry Health Care of Florida redirects calls to NIA Magellan for advanced imaging services.