

Bluegrass Family Health

3rd Quarter 2011

Inside This Issue:

Compass Healthcare Advisers	2
Have You Moved?	2
Electronic & Paper Claims Submissions	3
The Initial Group	3
We Want to Know What You Think	3
PS Staff Contacts	4

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Expanded Preventive Services for Women

On August 1, 2011, HHS adopted additional Guidelines for Women's Preventive Services, which will be covered without cost sharing in new health plans beginning on or after August 1, 2012. The guidelines were recommended by the independent Institute of Medicine (IOM) and based on scientific evidence, according to HHS. Additional women's preventive services that will be covered without cost sharing requirements include:

- **Well-woman visits:** Includes an annual well-woman preventive care visit for adult women to obtain the recommended preventive services, and additional visits if women and their providers determine they are necessary.
- **Gestational diabetes screening:** For women 24 to 28 weeks pregnant, and those at high risk of developing gestational diabetes.
- **HPV DNA testing:** Women who are 30 or older will have access to high-risk human papillomavirus (HPV) DNA testing every three years, regardless of pap smear results.
- **STI counseling, and HIV screening and counseling:** Sexually-active women will have access to annual counseling on HIV and sexually transmitted infections (STIs).
- **Contraception and contraceptive counseling:** Women will have access to all FDA-approved contraceptive methods, sterilization procedures, and patient education and counseling. These recommendations do not include abortifacient drugs.
- **Breastfeeding support, supplies, and counseling:** Pregnant and postpartum women will have access to comprehensive lactation support and counseling from trained providers, as well as breastfeeding equipment.
- **Domestic violence screening:** Screening and counseling for interpersonal and domestic violence should be provided for all women.

For additional information related to the expansion of Women's Preventive Services, and other federal Healthcare Reform provisions, visit the federal government's website, www.healthcare.gov. Bluegrass Family Health continues to monitor new rules and regulations provided by HHS and other federal and state regulatory agencies. We strive to keep you informed of any new developments that may impact your relationship with us.

Compass Healthcare Advisers ChoiceRewards Shopping Service

Bluegrass Family Health Plan is partnering with Compass Healthcare Advisers to offer the Compass ChoiceRewards program to several of our large group, fully-insured members, beginning November 1st, 2011. Compass offers a transparency service, specifically a “healthcare shopping service,” for members that identifies cost-effective locations for certain procedures and diagnostic tests in the member’s local area. Compass also administers an incentive reward program when members choose to seek care at cost-effective locations.

Key points:

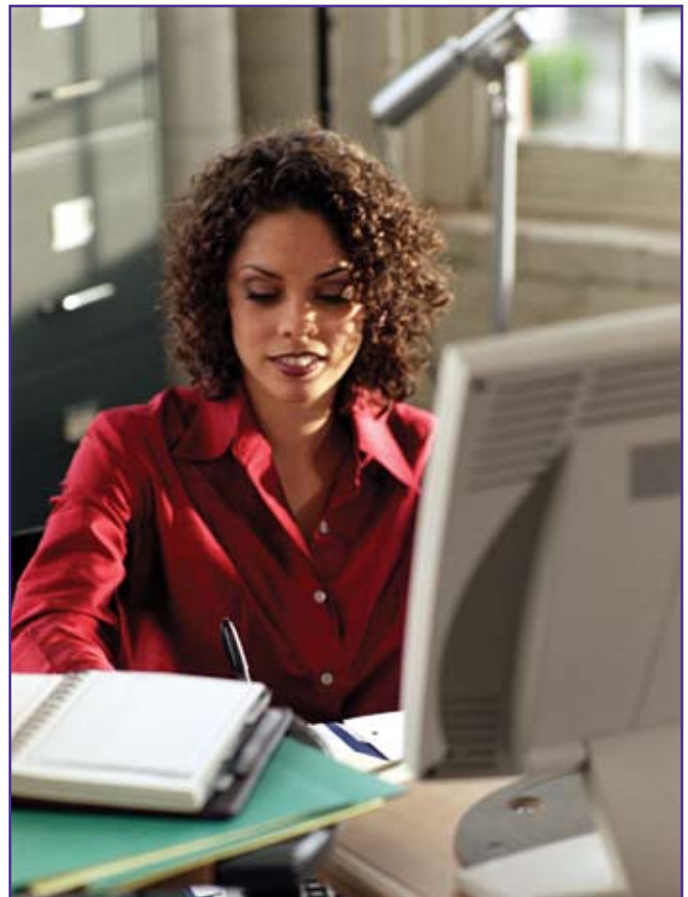
- The program does not change the member’s benefit plan
- All locations are high-quality, in-network providers
- Compass does not recommend doctors or physicians. The program is a “location-based” program, meaning the facility where members receive care is what determines the incentive
- Compass does not disclose contracted rates
- Compass does not force members or recommend locations. We present information to members who then can act on their own behalf on where to seek care

Have You Moved?

Bluegrass Family Health strives to keep current information on all its providers. Please let us know of you have changed your practice location and/or your billing location.

In addition, if you recently changed your tax identification number, NPI number, name of facility/provider group name/provider last name, address or phone number, please let us know. If you have changed CEO’s, CFO’s, Billing Administrator or MyBluegrassInfo Administrator we need that information as well.

If you would like your Office Manager, Billing Administrator or Director of Managed Care to receive a copy of the newsletter or updates, please let us know and we will add them to the supplemental mailing list. Otherwise, everything is mailed to the physical location. You may contact your Provider Services Representative directly (Provider Services Rep names are on the back of newsletter) or fax your information to us at (859) 335-3736.



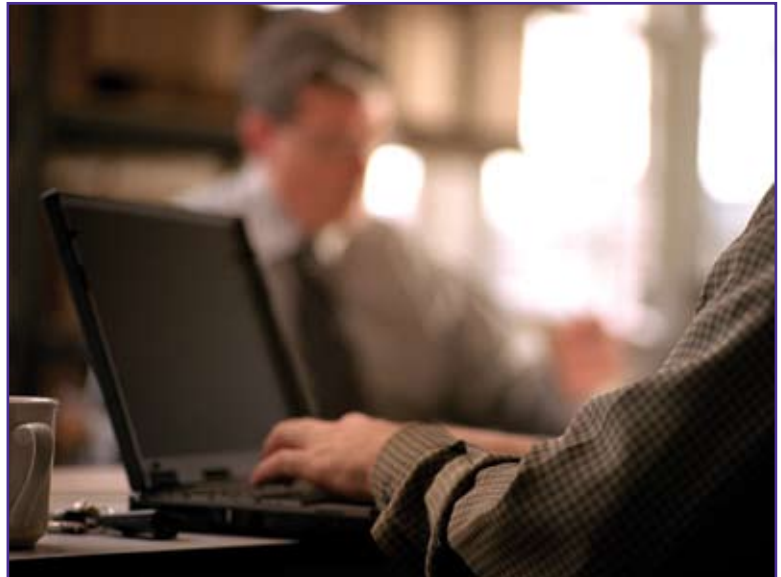
Bluegrass Family Health Electronic & Paper Claims Submissions

As of May 23rd, 2007, Bluegrass Family Health started accepting the new UB-04 & HCFA 1500 claim forms. Please use the following guidelines when submitting claim forms. All Form Locators marked "required" or "situational" must be completed on the claim form. If the Form Locators are not completed on the claim forms, your claim will be denied. We will indicate on the remittance advice what information is needed. When a provider receives a denied claim, please resubmit with the appropriate information.

➤ i.e. UB-04 FL1 (Untitled – Provider Name, Address, and Telephone Number - Required) and/or FL2 (Pay-to Name, Address, Secondary Identification Fields - Situational – required when the pay-to name and address information is different than the Billing Provider information in FL1)

➤ i.e. HCFA 1500 FL 24J (Rendering Provider NPI# - Required) and FL33 (Physician's, Suppliers billing name, Address, Zip code & Phone#/PIN#/Grp# - Required)

If you have any questions, please contact your Provider Relations Representative. Please see the provider homepage on our website www.bgfh.com for more information on guidelines.



The Initial Group

Bluegrass Family Health will be discontinuing our association with The Initial Group in East Tennessee as of January 1, 2012. Bluegrass will work to contract these providers on a direct basis. This transition should not affect the quality of service to the medical practice or their patients who are Bluegrass members.

If you have any questions or if we can help your practice make this transition, please call Sue Ciaramitaro, your Provider Services representative, at 866-471-8770, extension 2506, or email her at Sue.Ciaramitaro@bgfh.com.

We Want to Know What You Think

This Quarterly newsletter is for you, so here at Bluegrass Family Health we want to make sure it is including the information you need. Are the articles useful and informative? Is there a particular topic you would like us to address?

We want to hear your comments, critiques and suggestions. Please email your feedback to provider@bgfh.com.

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