

**FACT SHEET for ORDERING PHYSICIANS/PROVIDERS
and RENDERING FACILITIES/PROVIDERS**

IMAGING QUALITY MANAGEMENT PROGRAM

- On July 15, 2005, Anthem Blue Cross and Blue Shield will initiate a Quality Management program for certain outpatient non-emergent, imaging services designed to help monitor and improve the quality and safety of imaging services for Anthem Blue Cross and Blue Shield members.
- The outpatient imaging Quality Management program will be administered by National Imaging Associates, Inc. (NIA).
- **A Quality Management notification requirement applies to the following outpatient diagnostic imaging services ordered on or after July 15, 2005: MRI, MRA, PET, CT, and Nuclear Cardiology.** A list of specific 2005 CPT codes for the services affected by this program is attached. When the Quality Management program is applicable, the ordering physician/provider must notify NIA of the services/procedures ordered in advance of scheduling those services/procedures.
- The notification requirement **applies** to services/procedures ordered for members enrolled in one of the following plans and programs:
 - HMO Maine
 - HMO Choice
 - Blue Choice
 - New England Health Plans (NEHP) Home (members with certificate number prefixes MEN or MEP)
 - COMP-CARE
 - Full Service
 - HealthChoice
- The notification requirement does **not apply** to services/procedures ordered for members enrolled in the following plans and programs:
 - Medigap supplemental
 - Group Companion Plan
 - Carveout plans (secondary to Medicare)
 - Federal Employee Program
 - NEHP Host
 - National Accounts
 - BlueCard
- Because the notification requirement applies to certain plans and programs, **the ordering physician/provider should always call NIA first before scheduling imaging services for members of any Anthem Blue Cross and Blue Shield plan or product.** NIA will inform the physician/provider if notification applies to imaging services for the particular member.
- **Exclusions:** Diagnostic imaging services rendered as part of **emergency room services**, or in an **inpatient** setting are **not** subject to the Imaging Quality Management program requirements. Diagnostic imaging services rendered in an **urgent care** setting at the time of the urgent care visit are also not subject to the requirements. However, if a member in an urgent care setting is referred for outpatient diagnostic imaging services at a future date, those imaging services are subject to the Quality Management notification requirement.

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- NIA will provide input and education to the ordering physician/provider about the quality and safety of the ordered service/procedure. NIA will issue a notification number for these services to the ordering physician/provider to share with the rendering facility/provider.
- This Quality Management program is one of many programs physicians/providers agree to comply with in their Anthem Blue Cross and Blue Shield participation agreement.
- Coverage for the services included under the program is subject in all cases to the terms, limitations and exclusions set forth in the member's most recent Certificate of Coverage.
- It is the responsibility of the ordering physician/provider to complete the notification process by calling NIA at **(866) 642-9708**. The rendering facility/provider should verify that the notification has been completed, whenever necessary. Notification numbers can be viewed at the NIA website, www.radmd.com
- NIA Call Center hours of operation are 8 a.m. to 8 p.m. Eastern time, Monday through Friday.
- Ordering physicians/providers should be ready to provide NIA with the information outlined on the enclosed *Quick Tips* sheet for Ordering Physicians/Providers.
- The average call is completed within five minutes if a notification number is issued. Peak call volume occurs between the hours of 10 a.m. to 11:30 a.m. and 1:30 p.m. to 3:00 p.m.
- NIA will accept multiple notifications during a single phone call.
- If sufficient clinical information is provided on the initial call to NIA, a notification number may be issued during the call. If additional information is needed, it may take up to two business days for NIA to complete its review.
- If quality management criteria are not met at the first level of NIA's review, the request is forwarded to the NIA Initial Clinical Review department for additional clinical information. If the clinical information provided still does not meet the quality management criteria the request will be reviewed by a board certified NIA radiologist or other board certified specialist, who will consult with the ordering physician/provider, as necessary.
- If a notification number has not been issued, rendering facilities/providers should perform the requested studies, and contact NIA to report the services/procedures rendered.
- If a member calls to schedule an appointment for a procedure that is subject to the Quality Management program requirements, but does not have a notification number, the rendering facility/provider may elect to call the ordering physician/provider to obtain the notification number, or may call NIA to initiate the review process. **The rendering facility/provider may not cancel, postpone or refuse to schedule a member's imaging service**, unless the cancellation is for reasons unrelated to the Quality Management program.

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- Studies ordered after normal business hours or on weekends should be conducted by the rendering facility/provider as requested by the ordering physician/provider. However, the ordering physician/provider should contact NIA within two business days to initiate the review process. NIA will determine if the Quality Management program requirements apply to the member's plan, and conduct its review accordingly.
- If the rendering facility/provider feels an additional service is necessary, they should call NIA at **(866) 642-9708** to initiate the review process. NIA will then contact the ordering physician/provider to complete the normal review process and to notify the member's physician/provider of the additional service.
- If the additional service is performed after NIA business hours, the rendering facility/provider should contact NIA within 48 hours of rendering the additional service to initiate the evaluation process.
- When the ordering physician/provider contacts NIA under the Quality Management program, NIA will issue a notification number which the ordering physician/provider should share with the rendering facility/provider when the service is scheduled. A separate notification number is issued for each imaging service ordered. *Please note: A notification number is not a guarantee of payment. Reimbursement is based on the individual member's plan or program and eligibility.*
- The notification number will consist of four digits, a letter, and three more digits; 1234M567.
- The notification number is good for 60 days from the date it was obtained.
- NIA will provide the notification information (notification number, ordering physician/provider name, member name, service date range) to Anthem Blue Cross and Blue Shield for our use in monitoring the Quality Management program success and compliance.
- The rendering facility/provider can view the member's notification number by logging onto NIA's secure Website, www.radmd.com. If the facility/provider does not already have an account on the NIA site, they may fill out a form and submit it online. A user name and password will be provided within 10 days. If the facility/provider already has a username and password with NIA, they should email webmaster@niainc.com after July 15, 2005 to update their account to include Anthem Blue Cross and Blue Shield. They should include their account ID number or username in the email. If they don't have email access, they may call the radmd help desk at **(877) 80radmd** or **(877) 807-2363**.
- The rendering facility/provider should include the notification number on the claim form. The number should be inserted in line 23 of the CMS 1500 claim form, or line 63 of the UB-92 claim form.
- Generally, the ordering physician/provider provides the member with a written order to give to the rendering facility/provider, whenever possible. That includes the notification number and the indications for the imaging service.

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- To ensure that appropriate notification numbers have been obtained from NIA by the ordering physician/provider, it is recommended that:
 - ♦ The rendering facility/provider should request the notification number from the ordering physician/provider when the service is scheduled.
 - ♦ If the ordering physician/provider has not obtained a notification number, inform him/her that it may apply and advise him/her to call NIA at **(866) 642-9708**. The rendering facility/provider may elect to institute a time period within which the ordering physician/provider needs to obtain the notification number (e.g. one business day).
- NIA's guidelines for Clinical Use of Diagnostic Imaging Examinations can be found on the NIA Website: www.radmd.com. The guidelines were developed from practice experience, literature review, specialty criteria sets and empirical data.
- Questions about this Quality Management program should be directed to the Anthem Blue Cross and Blue Shield Provider Service at **(800) 832-6011** or **(207) 822-8181** or, beginning on July 15, 2005, you can call NIA directly at **(866) 642-9708**.