

PPO Network Provider Newsletter

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First Choice Health™

Healthy Employees. Healthy Companies.™

A Letter from our Chief Medical Officer

Perspective on the new tagline

Dear colleagues, take a look at First Choice Health's new tagline: "Healthy Employees. Healthy Companies." These words represent a simple, yet powerful, goal for our clients. They guide our overall business strategies and products. Providing services that enhance the health of employees, which leads to more productive employees – and, incidentally, more successful employers.

As Chief Medical Officer, I would like to briefly share with you some of the activities First Choice Health has undertaken to promote health and wellness in the workplace. We are actively promoting a paradigm shift to engage enrollees and their families in being more active and accountable partners in optimizing their own health (rather than just reacting to illness).

Examples include:

- A newly expanded leading-edge personal health coaching program to assist people across the spectrum of

health, from those who are currently healthy to those who are chronically ill. The program is designed to complement your work and that of the others in our 43,500 member provider network.

- Expanded behavioral health services with Licensed Mental Health Counselors. Research shows that the adverse impact of unmanaged mental health issues in the home and workplace is significant.
- An Employee Assistance Program (EAP) to assist patients and their families through life's stresses and challenges.
- Funding electronic medical record grants to physicians to enable them to enhance evidence-based preventive and chronic illness care through electronic tracking and reminders.
- Active engagement in the leadership of the Puget Sound Health Alliance in developing consumer decision support tools to assist employees in adopting behaviors and accessing resources to optimize their health.

We know that the personalized physician-patient relationship is at the core of health and wellness for

every employee. Our activities and services are designed to complement the irreplaceable work being done by our region's practitioners to promote enhanced health and wellness.

If you'd like more information about any of our programs, please contact me at First Choice Health. ■

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Washington State Collaborative:

A proven model for health-care improvement

The Washington State Collaborative to Improve Health, sponsored by the Washington State Department of Health, offers proven tools for health-care providers to improve outcomes for their patients with chronic diseases.

The Collaborative helps busy practices improve screening and early detection of disease, care delivery, and patient outcomes.

Next Collaborative designed for practices with 5 or fewer physicians

The next Collaborative will focus on diabetes, hypertension, or asthma care. Practices of all sizes are encouraged to apply. First preference, however, will be given to small practices and first-time participants in the Washington State Collaborative.

Tuition is underwritten and is free to practice teams. Expense stipends – up to \$5,000 – are available for practices that accept Medicaid clients.

Enrollment is October 1-December 31, 2007. From January through May 2008, Collaborative staff will assist practices in installing an electronic registry to gather baseline data. Three face-to-face learning sessions for the Collaborative will be held in the conference center at Seattle-Tacoma International Airport: May 15 and Nov. 5, 2008, and May 5, 2009.

For more information, contact Francisco Arias-Reyes at 360-236-3738 or Francisco.arias-reyes@doh.wa.gov. Registration materials can be downloaded from the Web: <http://www.doh.wa.gov/cfh/WSC/default.htm>.

Web Updates

As you may know, we here at First Choice Health are continuously working on updating and improving the PPO Provider pages of our web site. There will be substantive changes to the site in the upcoming months but I wanted to inform you of some small changes that have already been made to the PPO Provider pages of the web site.

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- **Sample Explanation of Payment (EOP) and Remittance Advice (RA).** To start, we have obtained copies of our top payors based upon volume (employee lives) for your reference. It is our expectation that by providing these examples on our Web site, you will be better able to populate your claim forms (HCFA & UB) more completely. We will continue to work with our payors to keep these copies current and up-to-date.
- **Sample ID cards.** The same applies to ID cards as the EOP and RA examples - we have obtained copies of our top payors based upon volume (employee lives) for your reference.
- **Pre-authorization form.** We have provided a copy of a generic authorization form that can be used for most Health Plans and Payors. To determine whether or not pre-authorization or certification is required, you can reference First Choice Health's List of Payors (Yellow Pages). Locate the Payor on the left and in the right hand column, you will find information on who to contact regarding specific details on pre-authorization.

Paperless Credentialing

New uses for technology can make the credentialing process for providers faster and more efficient. In an effort to enhance current credentialing processes, increase customer satisfaction and decrease the average turnaround time, First Choice Health is pleased to announce that Optistore Technologies has been selected to provide an Electronic Document Management System (i.e., paperless credentialing). The Credentialing Department will begin scanning and processing electronic credentialing files by the end of 2007.

Clarification of EOB Language

First choice Health would like to clarify what names and logos are acceptable on the Explanation of Benefits (EOB) and when the First Choice discount should apply. In your agreement with First Choice Health Network, we set forth minimum information which an Explanation of Benefit's must identify, including the FCHN name, total billed charges, allowed amount in accordance with FCHN fee schedules, amount Payor is responsible to pay, amount Participant is responsible to pay, and explanation for non-payment of a particular code or service.

Please note that for all EOB's either the name FCHN, Healthcare Direct or Beech Street is acceptable for compliance with our agreement. If an EOB does not contain the minimum information describe above, the FCHN discount does not apply and you should contact Provider Relations. ■



Carpenters Health and Security Plan of Western Washington: Disease Management Program Launch

The Carpenters Health and Security Plan, a long time First Choice Health client, announces that beginning in October, 2007, it will roll out a Disease Management program for its members. The Plan has contracted with Cardium Health for DM services. The program will be a phone based, opt out model, with participation completely voluntary. Cardium Health will be providing support for the following conditions:

- Coronary artery disease
- Congestive heart failure
- Chronic obstructive pulmonary disease
- Diabetes
- Asthma (children and adults)
- Back pain

As members enroll with Cardium Health, attending physicians will be contacted to gather necessary medical information. The Cardium Health programs are designed to compliment the physicians plan of care and provide education, motivation and support to help empower each individual to become their own health advocate This program is being added to an existing wellness effort and smoking cessation program. The Plan Trustees look forward to First Choice Health physician involvement as they provide these resources for patient behavior change. ■

New Contract Managers at First Choice Health

First Choice Health is pleased to announce that we have recently added Contract Managers in both Idaho and Alaska. Nicki Kelly is based in the Boise area and Cassandra (Cassy) Kincaid is based in the Anchorage area. They join the existing Contract Managers, George Harper and Angela Bonnett. George is based in Seattle and Angela is based in our Spokane office.

We are also pleased to announce the addition of new representatives to the Provider Relations Department. Amy Villa joins the Seattle office and Lynn Poelstra has joined the Spokane office. They round out the existing team of Christine Lyons and Deanna Eder (Myers) who are based in Seattle and Cyndi Petersen and Charmaine Miller based in our Spokane office.

We are hopeful that our regional presence is helpful to you. Please contact Provider Relations at 800.231.6935 extension 2103 with questions on how to provide an in-service to you or your staff. ■

Announcements from WSHIP

(The Washington State Health Insurance Pool)

WSHIP New Plan Offerings: Provider offices will begin seeing identification cards for three new WSHIP plan choices available for 2008 enrollment. In response to consumers' needs for lower-cost health coverage two plans are being offered: Limited Preferred Provider Plan "A" and Limited Preferred Provider Plan "B" (no maternity coverage). An HSA Qualified Preferred Provider Plan (Health Savings Account) will also be available for enrollment in 2008.

WSHIP Non-Medicare Plans Name Changes: WSHIP's Plan 1 Standard Plan and Plan 3 Preferred Provider Plan will change names effective January 1, 2008, by dropping the numerical

designation in the names. Plan 1 will be called the "Standard Plan," and Plan 3 will be called the "Preferred Provider Plan." New identification cards will be issued.

WSHIP Medicare Plan 2 Discontinuation: Effective December 31, 2007, the WSHIP Medicare Plan 2 will be discontinued. Plan 2 enrollees have the choice of switching to either a Medicare Advantage plan, or one of WSHIP's other Medicare plans: Basic or Basic Plus. Notices have been sent to WSHIP enrollees about their plan choices and special effort is being made to enroll all current Plan 2 enrollees in a new plan before the deadline.

Provider Bulletin Update

Since January 2007, all providers should have received the following provider bulletins:

Control Number Subject

- PRB 01-07-01 Mutual of Omaha group change
- PRB 01-07-02 Group Health Options access
- PRB 02-07-01 Group Health Options access reminder
- PRB 02-07-03 UniCare group change
- PRB 04-07-01 WPAS backlog
- PRB 06-07-01 Washington State Auto Dealers (WSAD)
- PRB 06-07-02 National Provider Identifier (NPI)
- PRB 08-07-01 Cigna Reminder

Please contact Provider Relations at 800.231.6935 extension 2103 if you did not receive a copy and would like one. These are also available for download on the web site at: <http://www.fchn.com/ppo/providers/pubsAndRefMaterials.aspx>

New Clients

There are two new clients with the First Choice Health PPO Network to report this quarter:

- Confederated Tribes of Coos, Lower Umpqua, & Siuslaw Indians are a new client of our Oregon PPO, Healthcare Direct, and they will also access FCHN; they are effective June 1, 2007.
- Mountain States Administrative Services is new effective August 1, 2007
- Allied Metal Crafts is new effective October 1, 2007

State of the Network

In an ongoing effort to maximize value to our clients, First Choice Health Network is always working to recruit new providers, target expansion areas and fill any gaps that may exist within our network service area. We are pleased to announce that as of September 1st, 2007, our network includes 28,693 practitioners, 116 hospitals and 1,268 ancillary facilities.

Holiday Schedule for 4th Quarter

First Choice Health Network will observe Thanksgiving Day, Thursday November 23rd, and the day after, the 24th. We will also be observing Christmas Eve Day, -December 24 and Christmas- December 25th. Our offices will be closed for these days. Access to our Customer Service and Provider Relations voicemail systems will be available while we are closed. We will respond to all messages within 24 hours of re-opening.

If you have any questions regarding the holiday schedule, please contact Provider Relations at 1-800-231-6935 extension 2103.

- Thanksgiving Day
Thursday November 23,
- Day after Thanksgiving
Friday November 24, 2007
- Christmas Eve Day
Monday December 24, 2007
- Christmas Day
Tuesday December 25, 2007