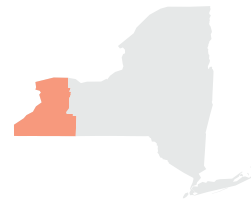


# PROVIDER NEWS

A newsletter for the Highmark Blue Cross Blue Shield providers in western New York



Issue 6, June 2025

## FEATURE ARTICLES

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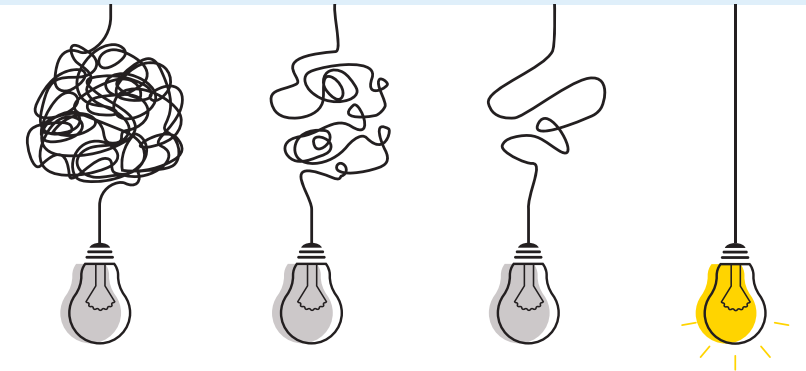
Is Your Provider Directory Information Still Accurate?

Staying Up to Date with the *Highmark Provider Manual*

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# Highmark Among Insurers Pledging to Simplify Prior Authorization



Highmark is committed to improving the prior authorization process, recently joining nearly [50 health plans in a national effort](#) to streamline and simplify requirements.

“My belief is that we should be a conduit to appropriate care between the provider and the patient, not the roadblock that everyone thinks we are,” said Chief Medical Officer Dr. Timothy Law, a practicing physician.

Highmark has been focused on improvements, with recent successes including:

- **Decreasing turnaround** time for urgent and non-urgent case requests from approximately five days to one day, on average.
- **Increasing electronic submission** of prior authorization requests to over 75% in the last two quarters.
- **Increasing automation** of authorizations at the point of submission from 2% to more than 45%.

## Technology Enhancements for Providers

Over the past few years, Highmark has invested significantly in technology to reduce administrative burden and simplify workflows for providers.

- **Availity Essentials®**: Transitioned to this multi-payer platform to streamline payer-provider transactions.
- **Electronic Retrospective Review**: Launched an electronic process for retrospective claim review, eliminating mail-in requests.
- **EMR (Electronic Medical Record) Integration**: Implementing technology to deliver information directly within providers' EMR systems, reducing reliance on portals, faxes, and phone calls.
- **Availity Authorizations & Referrals**: Leveraging more of Availity's streamlined authorization process to enhance the experience.

- **Expedited Review for RadCard and MSK**: Providers may be asked for additional information to assist with quicker decisions regarding the request.

## Gold Card Program

Highmark's [Gold Card program](#) expedites prior authorization for over 23,000 clinicians who have a proven record of adhering to clinical criteria. Highmark also offers an "active gold carding" program to help provider groups improve their care practices and qualify for Gold Card status.

Highmark remains committed to improving prior authorization processes and systems to ensure our members get medically necessary and appropriate care quickly and easily.

## Stay Informed

Sign up for our [mailing list](#) to stay informed on continued enhancements to the prior authorization process.

# Expedited Review for RadCard and MSK Auth Requests

Effective Sept. 20, 2025, providers will experience an enhanced submission process for advanced imaging and cardiology (RadCard) and musculoskeletal (MSK) authorization requests. During the submission process within [Availity Essentials](#)®, providers may be asked for additional information to assist with quicker decisions regarding the request.

## What This Means for Providers

- This change within the authorization submission process may lead to quicker decisions. A Highmark clinical staff member will make the determination for all submitted requests.
- When submitting authorization requests, you may be prompted by Highmark to provide additional information. Providing this information will help accelerate the decision-making process.
- The upgrade is part of the transition from Predictal to Availity **Authorizations & Referrals** for initial medical authorization requests, including RadCard and MSK services.

## Learn More

- For more details about the transition for authorization requests, see the lead article in April [Provider News](#).
- Additional information will be shared in upcoming issues of *Provider News*.

## Stay Informed

Sign up for our [mailing list](#) to receive timely updates and announcements via email.







# Annual Fee Schedule Update Will Occur on Sept. 1, 2025

Our annual fee schedule update for Commercial products in our New York regions will take effect on **Sept. 1, 2025**. Updates include some incremental increases throughout the fee schedule to align with Highmark’s fee schedules.

Fee schedules are divided into two sections: “Primary Care” and “Other,” so primary care providers (PCPs) and specialists, as well as other providers, can quickly find the fee schedules that apply to their practice.

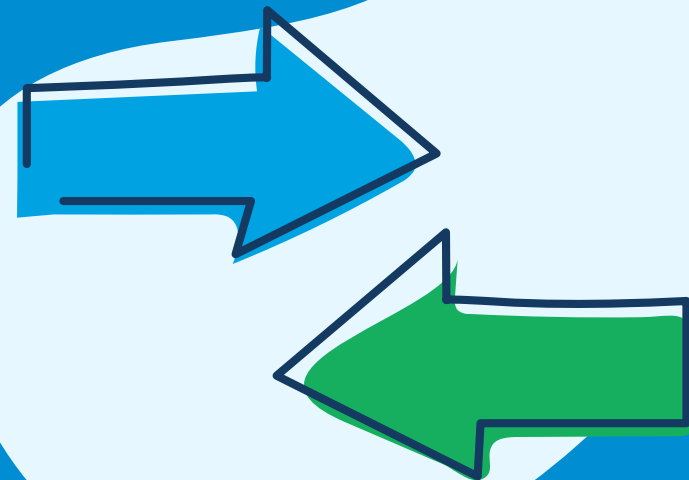
## Download and Review the Fee Schedule

You can review the updated standard professional fee schedule within [Availity Essentials](#)®  beginning **Aug. 1, 2025**. Once you log into [Availity](#) , select **Claims & Payments** from the task bar and then **Fee Schedule Listing** from the right side.

You can also access fee schedules by going to **Highmark’s Payer Spaces** in Availity, and then select **Provider Resource Center (PRC)** under **Applications**. Once you arrive at the PRC, select **Claims & Authorization > Reimbursement Programs > Fee Schedule Information**.



# New and Updated Reimbursement Policies



Highmark regularly issues new or updated reimbursement policies. Keep an eye on this newsletter and the Provider Resource Center (PRC) for announcements regarding upcoming policy changes. As specific policy changes go into effect, the updated policies can be found on the [Reimbursement Policies](#) page of the PRC.

**Below is a list of recent and upcoming updates to reimbursement policies (RPs):**

## RECENTLY UPDATED

### June 2, 2025

**RP-024** [Eye Procedures Done in Stages or Sessions](#)

This policy was reviewed as part of our standard review process. No changes in direction were made.

**RP-025** [Implantation of Subcutaneous Intravascular Catheter](#)

This policy was reviewed as part of our standard review process. No changes in direction were made.

**RP-026** [Portable Radiography and ECG Services – Modifiers UN, UP, UQ, UR, US](#)

This policy was reviewed as part of our standard review process. No changes in direction were made.

### June 30, 2025

**For more information about the policy updates (RP-019A, RP-040, and RP-061) and policy addition (RP-080) listed below, [CLICK HERE](#).**

**RP-019A** (formerly RP-019N) [Drugs and Biologicals](#)

To align with Highmark’s reimbursement methodology for outpatient medications, RP-019A (formerly RP-019N) now includes inpatient drugs and biologicals; pricing will be adjusted to the Average Selling Price (ASP) +10% (Commercial) or ASP +6% (Medicare Advantage) and in the absence of ASP, Average Wholesale Price (AWP) will be utilized.

To view this reimbursement policy, access the PRC via the provider portal ([Avality Essentials](#)). Once redirected to the PRC from the provider portal, hover over **Claims & Authorization** in the main menu, then click **Reimbursement Policies** under **Reimbursement Programs**.

**RP-040** [Facility Routine Supplies and Services](#)

The list of routine supplies, services, and items that are not separately reimbursable will be updated.



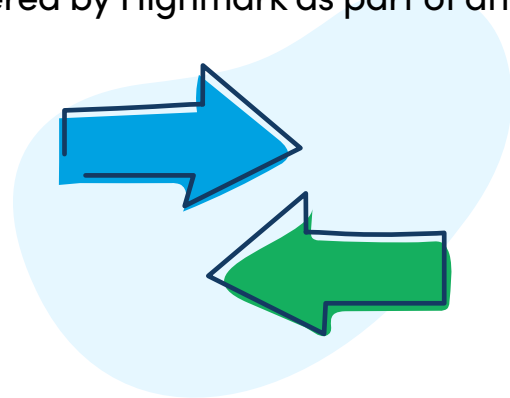
## RP-061 [Implants and Implant Components](#)

Following industry best practices, Highmark will apply the invoice cost for implants as the covered charge(s) for that implant. Highmark will determine invoice pricing on each claim based on the national invoice average as codified in RP-061.

## NEW: RP-080 [Integral or Necessary Services](#)

The intent of this policy is not to develop new guidance, but rather to provide standalone policy language clarifying Highmark’s definition of “integral”:

- **“Integral” refers to services** that are needed or required during the provision of patient care which are inclusive of another service or component parts of a more comprehensive service.
- **“Integral” refers to supplies, equipment, and certain services** that are inherent, needed, or required for the provision of patient care and are considered by Highmark as part of another service.



## UPCOMING

### Aug. 1, 2025

**For more information about the policy updates (RP-039 and RP-050) listed below, [CLICK HERE](#).**

#### RP-039 [Outpatient Services Prior To An Inpatient Admission](#)

When a Highmark member is seen for outpatient services within 72 hours prior to an inpatient admission for a related diagnosis at any facility within the same health system, those outpatient services will be considered part of the inpatient stay.

#### RP-050 [Inpatient Readmissions](#)

When a Highmark member is readmitted to any inpatient hospital within the same health system for a related diagnosis within 15 days from the initial stay, all services over the two stays will be considered part of the initial stay.

### Aug. 4, 2025

#### RP-047 [Venipuncture and Lab Services](#)

This policy will be made applicable to Medicare Advantage professional.

### Aug. 25, 2025

#### RP-020 [Preventive Medicine and Office/Outpatient Evaluation and Management Services](#)

This policy will be updated to add additional billing information and guidelines concerning what is included in the various types of Evaluation and Management Services for Commercial and Medicare Advantage. (**NOTE:** The effective date for this policy update was changed from June 30, 2025, to Aug. 25, 2025.)

#### RP-059 [Associated Services](#)

Direction in this policy will be updated to include primary procedure medical necessity denials.

## COMING SOON

### Effective Date to Be Determined

#### RP-068 [Mid-Level Practitioners and Advanced Practice Providers](#)

This policy will be updated for Delaware Commercial to add direction for the pharmacist specialty and will be reimbursed at 85% of the allowance.

# SHORT TAKES:

## Claims Guidance, Retro Auth Requests, and More



### Claims Guidance in May Provider News

Did you get a chance to read last month's issue of *Provider News*? If not, you missed several articles focused on claims, including electronic submissions, coding tips, and a reminder on correcting claims.

Click [here](#) to read the following articles:

- 4 Ways to Optimize Claims with Electronic Submissions
- Claims Tips: Colonoscopies and Members with Dual Enrollments
- Reminder: When Correcting a Claim, Changes Go Directly on the Replacement Claim

### Retrospective Reviews

Retrospective reviews are requests for post-service authorization. The service has already been performed, but an authorization – which is required – has NOT been requested prior to treatment. Providers can submit retrospective review requests for authorization via the [Availity Essentials](#)® portal. To learn more, go [here](#).

### Four Reimbursement Policies to be Updated on June 30, 2025

To better manage health care costs for our members, Highmark is making updates to the following reimbursement policies effective June 30:

- **RP-019A:** Drugs and Biologicals (formerly RP-019N) – must be logged into [Availity Essentials](#) to view.
- **RP-040:** [Facility Routine Supplies and Services](#)
- **RP-061:** [Implants and Implant Components](#)
- **NEW: RP-080:** [Integral or Necessary Services](#)

For more information, click [here](#).

### Latest Edition of MCG Care Guidelines

The 29th edition of MCG's Care Guidelines will be available on June 30, 2025.

As of this date, you will be able to submit authorization requests using the 29th edition for any new requests. Any authorization requests with a start of care date prior to June 30, 2025, will be reviewed using the 28th edition.

To access the current guidelines, visit the [MCG Clinical Criteria Page](#).



# 2025 Mid-Year Preventive Schedule

The following three updates were made to the 2025 Preventive Schedule:

## 1. Pneumonia Vaccine – Recommended Age Lowered

The Centers for Disease Control and Prevention (CDC) lowered the age to receive the vaccine from 65 to 50 in the general population.

## 2. Inactivated Poliovirus Vaccine (IPV) – Recommendation

The CDC is recommending that adults, who either were never vaccinated or didn't complete their vaccination, receive the IPV.

## 3. Lung Cancer Screening – Clarification

The screening does not require prior authorization; the language for the procedure has been updated. There is no change to the benefit.

### Download the 2025 Preventive Guidelines

To help make the information more accessible and convenient for you, the complete set of 2025 Preventive Health Guidelines is posted online. Just visit the Provider Resource Center, go to **Resources & Education > Clinical Quality & Education > Preventive Health Guidelines**.





# Building Value for Well-Child Visits: How to Talk to Parents

Well-child visits declined during the COVID-19 pandemic, according to the [National Institutes of Health](#). While visits are beginning to return to pre-pandemic levels, challenges remain, including:

- Medical disinformation, especially regarding vaccines, on social media.
- Parents experiencing social determinants of health (SDOH), such as food insecurity and transportation issues.
- The general busy-ness of parenthood, which can lead to missed or canceled appointments.

## Points of Emphasis

The following talking points are helpful reminders when speaking with parents about the importance of maintaining regular well-child visits:

- **Early Detection and Prevention:** Well-child visits are vital for identifying potential health issues. Early detection allows us to intervene quickly

and prevent more serious complications. We'll also ensure your child receives all necessary vaccinations to protect them from preventable diseases.

- **Tracking Growth and Development:** We'll closely monitor your child's physical and developmental milestones at each visit. This allows us to identify any potential delays or concerns early and address them proactively.
- **Open Communication and Support:** These visits are a dedicated time for you to ask questions, voice any concerns, and receive guidance on all aspects of childcare, from infant care to managing common childhood illnesses. No question is too small!
- **Building a Strong Partnership:** Regular well-child visits help us build a trusting relationship with both you and your child. This partnership is essential to ensuring the best possible health and well-being for your child throughout their development.





- **Age-Specific Guidance:** At each visit, we'll provide anticipatory guidance tailored to your child's current age and stage. This will cover important topics like nutrition, safety, and age-appropriate behavior.

## HEDIS® Measures

The National Committee for Quality Assurance (NCQA) recognizes the importance of well-child visits and has created the following HEDIS measures to track these appointments:

- Well-Child Visits in the First 30 Months of Life (W30)
- Child and Adolescent Well-Care Visits (WCV)

Meeting these HEDIS measures is crucial for demonstrating high-quality patient care and aligns with Highmark's True Performance Program (TPP).

A related HEDIS benchmark — Weight Assessment and Counseling for Nutrition and Physical Activity for Children/Adolescents (WCC) — encourages healthy habits in young patients by documenting BMI percentile, discussing nutrition and physical activity, as well as providing counseling or referrals. For more information on documentation and codes needed to close care gaps, click [here](#).

## Additional Resources

For more information on HEDIS measures for Highmark providers, log into [Availity Essentials](#), and then click [here](#).

*\*HEDIS® — an acronym for Healthcare Effectiveness Data and Information Set — is a registered trademark of the NCQA.*

*Highmark does not recommend particular treatments or health care services. This information is not intended to be a substitute for professional medical advice, diagnosis, or treatment. You should determine the appropriate treatment and follow-up with your patient. Coverage of services is subject to the terms of each member's benefit plan. Additionally, state laws and regulations governing health insurance, health plans and coverage may apply and will vary from state to state.*



**Meeting these HEDIS measures is crucial for demonstrating high-quality patient care and aligns with Highmark's True Performance Program (TPP).**

# Virtual Joint Health: Relieving Pain, Restoring Life

By Catherine Clements and Tanner Rose



Originally published in [Highmark Health Digital Magazine](#).

Virtual care is a key part of [Highmark’s Living Health strategy](#), which integrates health coverage and care to deliver a simpler more personalized and proactive health experience for our members and clinicians.

One Living Health solution – [Virtual Joint Health powered by Sword Health](#) – offers our members personalized musculoskeletal care from home. Whether experiencing acute pain, chronic discomfort, or a desire to improve mobility, Virtual Joint Health is available to eligible members 13 or older experiencing pain in their back, shoulder, hip, knee, ankle, neck, or elbow.

The program uses a tablet with advanced computer vision technology to guide members through customized exercises, providing real-time feedback to ensure proper form and maximize effectiveness. This tailored approach helps members heal and strengthen.

## One Member’s Journey

Kathy Kennedy-Ratajack, DBA, assistant vice president of Academic Affairs and Partnerships at Wilmington University and a fitness instructor in Kent County, Delaware, knows firsthand the demands of a busy schedule.



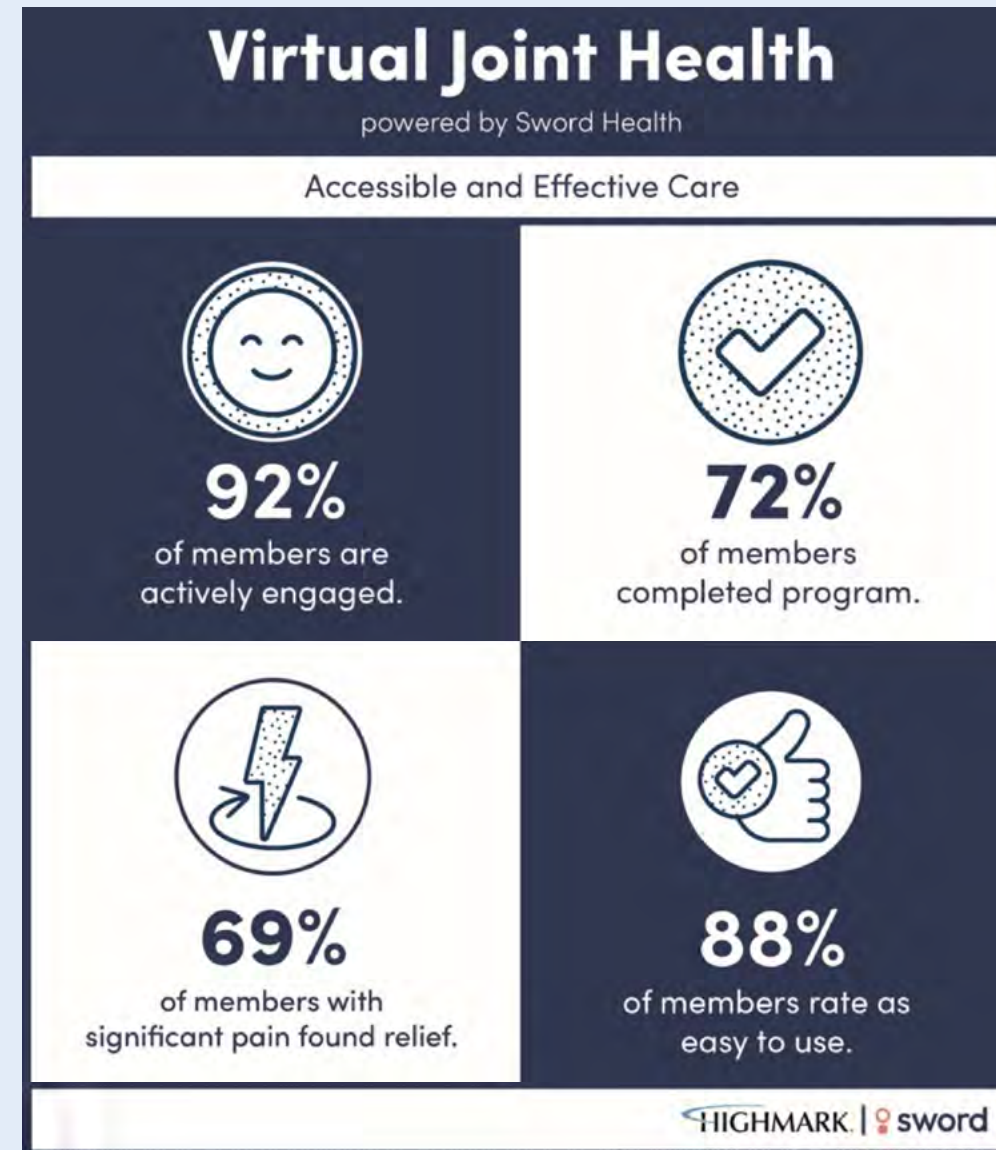
When a torn meniscus – sustained during a rigorous fitness class and exacerbated by a hiking trip in Iceland – threatened her active lifestyle, she initially sought traditional physical therapy. However, fitting in-person sessions into her schedule proved challenging.

From the start, Kathy found Virtual Joint Health easy to integrate into her life. Her virtual physical care specialist customized her exercises, and even accommodated her travel schedule with flexible, text-based consultations.



After six months of using the computer vision technology and completing her customized program, Kathy experienced significant pain reduction, enabling her to resume her yoga and fitness classes, long walks with her dog, and an active life – all without cortisone injections, painkillers, or surgery.

Sword encounters do **not** count against your patients' allowed number of physical therapy visits in their benefits. Virtual Physical Care (Sword) may be considered a part of preoperative, pre-procedure, or pre-advanced imaging conservative therapy if clinicians document the use of Sword in a patient's chart. Please refer to the relevant medical policy, which may require that Sword use, as conservative therapy, meets a required time frame.



## By the Numbers: Impact of Virtual Joint Health

These positive member experiences are backed by data. By the end of 2024, over 36,000 Highmark members enrolled in Virtual Joint Health. High member engagement (92%) and a 72% completion rate demonstrate the program's effectiveness and ease of use. Most importantly, for those suffering from moderate to severe pain, 69% found relief.

Compared to non-participants, Virtual Joint Health users showed a statistically significant reduction in emergency department visits, hospital admissions, and the need for imaging, surgery, and joint replacements. This benefits both members and the long-term sustainability of the health care system.

This is an excerpt of the [full article](#) that recently appeared in the [Highmark Health Digital Magazine](#).

# Key FAQs: Medicare Compliance Training

If your practice or facility cares for Medicare-eligible patients, read this important notice and share it with your colleagues.

<b>Q</b>	<b>What kind of training is required annually by Highmark?</b>
<b>A</b>	Highmark requires Medicare first-tier, downstream and related (FDR) entities to complete annual compliance training.
<b>Q</b>	<b>Who must complete these trainings?</b>
<b>A</b>	Every individual who is associated with your practice or facility and works with Highmark’s Medicare Advantage and/or Medicare Part D Prescription Drug Plan (PDP) members and who fall into one of these categories: <ul style="list-style-type: none"> <li>• Employee</li> <li>• Governing-body member</li> <li>• Temporary worker</li> <li>• Contractor</li> <li>• Subcontractor</li> <li>• Volunteer</li> </ul>
<b>Q</b>	<b>Why does Highmark require these trainings to be completed by employees, vendors, and others?</b>
<b>A</b>	Highmark requires compliance training to ensure that all practices and facilities receiving Medicare dollars understand how to comply with the laws, regulations, guidelines, and policies for the Medicare program and how to prevent, detect, and correct Medicare fraud, waste, and abuse (FWA).

<b>Q</b>	<b>When does Highmark require these individuals to complete these trainings?</b>
<b>A</b>	Compliance training must be completed: <ul style="list-style-type: none"> <li>• At the beginning of the individual’s employment, contract, or appointment: <b>Within 90 days.</b></li> <li>• During employment, contract, or appointment: <b>Between Jan. 1 and Dec. 31 every year.</b></li> </ul>
<b>Q</b>	<b>Where can individuals go to access these trainings?</b>
<b>A</b>	Individuals have several options for completing these training requirements. They can: <ul style="list-style-type: none"> <li>• Complete compliance trainings online via the <a href="#">CMS Medicare Learning Network</a> </li> <li>• Complete the compliance and FWA training offered by your practice or facility</li> </ul>



<b>Q</b>	<b>What proof must be provided that the trainings were completed?</b>
<b>A</b>	Individuals must review the training programs in their entirety and present one of the following acceptable forms of evidence: <ul style="list-style-type: none"> <li>• Sign-in sheets</li> <li>• Individual employee attestations</li> <li>• Electronic certifications</li> </ul> <p>The records must include:</p> <ul style="list-style-type: none"> <li>• Time</li> <li>• Attendance</li> <li>• Topic</li> <li>• Certificates of completion (if applicable)</li> <li>• Test scores (if applicable)</li> </ul> <p>Proof of training completion must be provided to Highmark upon request. Training records must be maintained for the period of the provider's contract with Highmark, plus an additional 10 years.</p>
<b>Q</b>	<b>Are there any exceptions to these guidelines?</b>
<b>A</b>	Yes. FDRs who have met the FWA training and education certification requirements through enrollment into Parts A or B of the Medicare program or through accreditation as a supplier of durable medical equipment, prosthetics, orthotics, and supplies are deemed to have met Highmark’s annual compliance training requirements.

# Accessibility Standards: Ease of Scheduling an Appointment at Your Practice

As a participating Highmark Blue Shield provider, you must adhere to specific in-person/telehealth appointment scheduling standards, including:

- **Urgent care:** Immediate appointment.
- **Non-urgent, regular care:** Within 48-72 hours.
- **Initial routine (PCPs, OBGYNs, Specialists):** Within 3 weeks.
- **Initial Behavioral Health (BH) assessment:** Within 7 days.
- **Subsequent routine:** Within 10 days.
- **Non-life-threatening Behavioral Health:** Within 6 hours.
- **Follow-up after hospital discharge:** Within 5 days.
- **Facility Services:** Must be available 24/7 when medically appropriate. Verify physician qualifications if services are provided on behalf of the facility.

These appointment expectations are set forth by the health plan, at the direction of the state and federal regulatory bodies, including:

- Centers for Medicare & Medicaid Services (CMS)
- New York State Department of Health (NYS DOH)
- National Committee for Quality Assurance (NCQA)



## No Preconditions on Scheduling an Appointment

As per NYS DOH direction, conditions must **not** be imposed on members when requesting an appointment.

- **Members cannot be asked to complete forms,** provide identification documentation, or share medical records prior to the provider scheduling the appointment.
- **An appointment must always be scheduled** at the time the member calls the practice and must be scheduled in compliance with the PCP and Medical Specialist, and BH accessibility expectations referenced below.
- **An appointment must not be contingent** on the member's ability or inability to complete paperwork prior to the telehealth or in-person office visit.





## Directory Accuracy

Highmark requires all credentialed providers to maintain accurate directory information which enables members to make informed decisions about their care.

## Accurate Directory Information

CMS requires Highmark to reach out to you every quarter and ask you to validate your provider directory information, including the following:

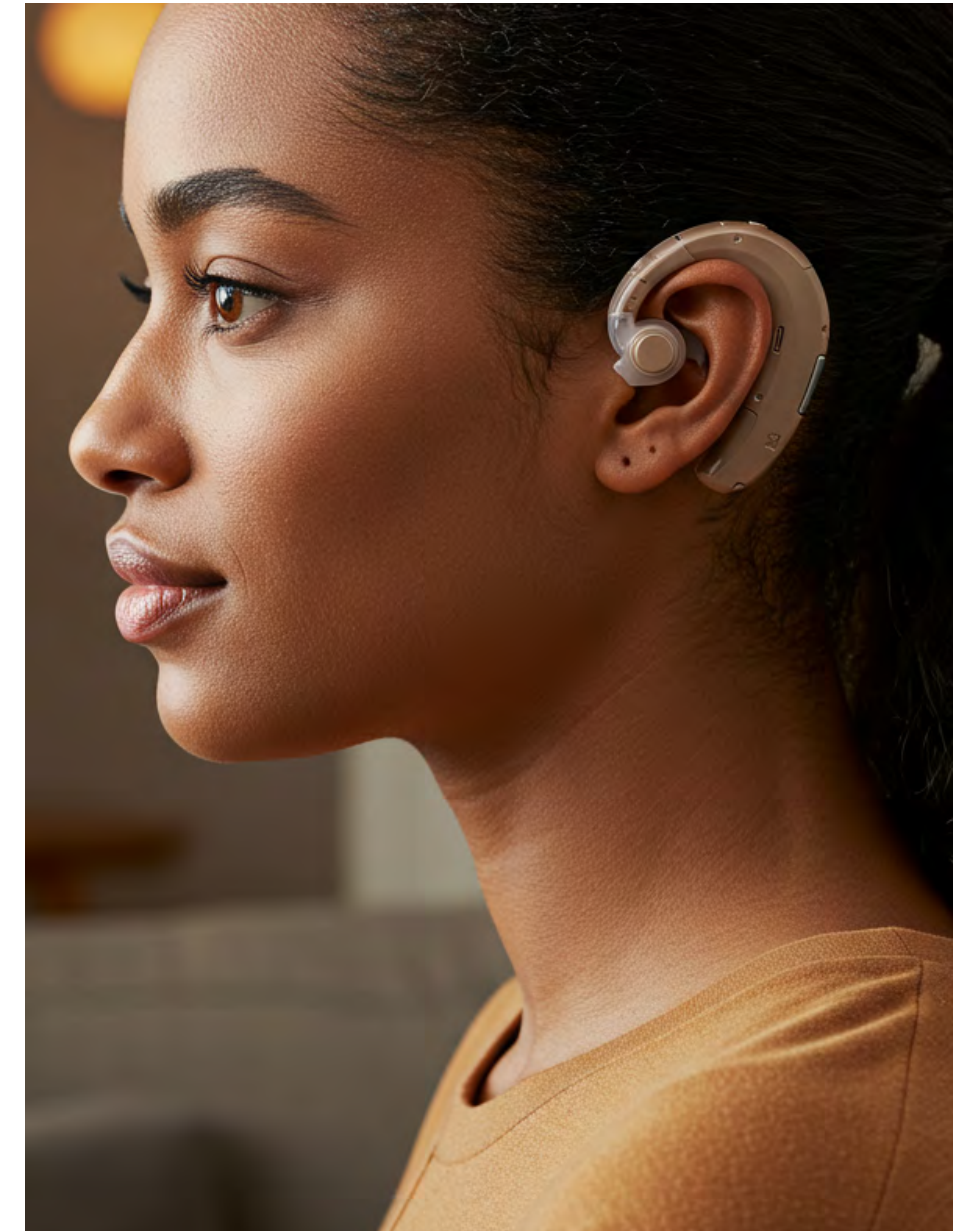
- Each practitioner's name is correct and matches the name on his/her medical license.
- Each provider's National Provider Identifier (NPI) is correct.
- The practice name is correct and matches the name used when you answer the phone.
- All specialties are correctly listed and are currently being practiced.
- Practitioners listed at a location currently see members and schedule appointments at that office on a regular basis.
- All providers listed must be affiliated with the group. Practitioners who cover, read test results, or are hospitalists should not be listed in the provider directory.

- The provider is accepting new patients – or not accepting new patients – at the location.
- The practitioner's address, suite number (if any), and phone number are correct.

Validate your directory information (practitioner name, NPI, practice name, specialties, location details, and acceptance of new patients) every 90 days to avoid removal from the directory, as required by the No Surprises Act. For more information on how to attest, click [here](#).

## Resources

- **Chapter 4: Provider Responsibilities & Guidelines > Unit 1: PCPs and Specialists > [4.1 PCP and Medical Specialist Accessibility Expectations > Accessibility Expectations for Providers](#)**
- **Chapter 4: Provider Responsibilities & Guidelines > Unit 2: Behavioral Health Providers > [4.2 Accessibility Expectations for Behavioral Health > Accessibility Expectations](#)**
- **Chapter 4: Provider Responsibilities & Guidelines > Unit 3: Facility-Specific Guidelines > [4.3 Member Access to Facilities](#)**





# Is Your Provider Directory Information Still Accurate?

An accurate and up-to-date online provider directory is essential for Highmark members seeking care. To maintain the accuracy of our provider directory, we ask that you verify your information every 90 days.

## Why Is This Important?

- **Compliance** – The Centers for Medicare and Medicaid Services (CMS) mandates quarterly validation of provider directory data.
- **Accuracy** – Validated data ensures correct claims processing and helps members find the right care.
- **Network Status** – Failure to validate data quarterly may result in removal from the directory and impact network status.



## What to Review

Please verify the following information for each practitioner:

- Full name (matches medical license)
- National Provider Identifier (NPI)
- Practice name (matches phone greeting)
- Accurate list of current specialties
- Confirmation that practitioners see members and schedule appointments regularly at listed locations and are affiliated with the group.
  - **Exclusion:** Do not include covering physicians, those reading test results, or hospitalists.
- New patient acceptance status (accepting or not accepting)
- Correct address, suite number (if applicable), phone number, and email address

## How to Attest

- **Professional Providers:** Use the Provider Data Maintenance (PDM) tool within the [Avality Essentials](#)® provider portal every 90 days.
- **Facility and Ancillary Providers:** Use the [Highmark Facility/Ancillary Change form](#) on the Provider Resource Center every 90 days.

## Important Reminders

- Add [resourcecenter@highmark.com](mailto:resourcecenter@highmark.com) to your address book to ensure you receive important emails from Highmark.
- Double-check your email address(es) during the attestation process to guarantee uninterrupted communication.

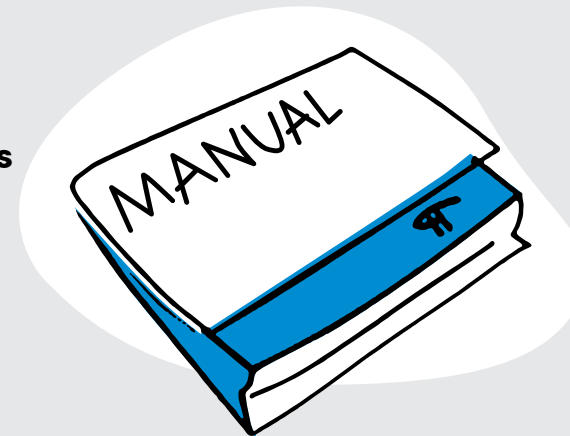
# Staying Up to Date with the Highmark Provider Manual

Ensure you are regularly reviewing the [Highmark Provider Manual](#) for our most recent guidance on:

- Participation Rules
- Credentialing/Recredentialing Criteria and Procedures
- Medical Record Criteria
- Requirements for 24/7 Coverage

Some recent noteworthy changes occurred in the following chapters and units:

- **Chapter 3, Unit 2: Professional Provider Credentialing**
- **Chapter 3, Unit 3: Professional Provider Guidelines**
- **Chapter 4, Unit 7: Medical Records Documentation Requirements**
- **Chapter 5, Unit 2: Authorizations**
- **Chapter 5, Unit 3: Medicare Advantage Procedures**
- **Chapter 6, Unit 1: General Claim Submission Guidelines**
- **Chapter 6, Unit 3: Facility (UB-04/8371) Billing**
- **Chapter 6, Unit 5: 1500 Claim Form Guidelines**



To see the full list of recent changes, visit the [What's New in the Highmark Provider Manual](#) page.

FREE. FAST. SIMPLE.



Are You Using Availity Essentials® for Your Highmark Transactions?





# About This Newsletter

*Provider News* is a valuable resource for health care providers who participate in our networks. Published monthly on the last Monday of the month\*, *Provider News* conveys important product, policy, and administrative information, including billing, claims, and program updates.

The publication also features the latest news, information, tips, and reminders about our products and services, as well as relevant interviews, articles, and stories, for health care professionals who serve Highmark members.

### Regular topics include:

- New and Updated Reimbursement Policies
- Authorization Updates
- Staying Up to Date with the *Highmark Provider Manual*

\*When a holiday falls on the last Monday of the month, *Provider News* will be published on the preceding Friday.

### Another Valuable Resource

For medical policy and claims administration updates, including coding guidelines and procedure code revisions, please refer to the Medical Policy Update Newsletter, which is available on the **Provider Resource Center > Latest Updates > Medical Policy Update**.

To subscribe to our newsletters, click [Join Our Mailing List](#).

### Comments/Suggestions Welcome

We want *Provider News* to meet your needs for timely, effective communication. If you have any suggestions, comments, or ideas for articles in future issues, please email the *Provider News* team at [ResourceCenter@Highmark.com](mailto:ResourceCenter@Highmark.com).

### Highmark Quick Reference

To contact Highmark, click [here](#).

### Service Areas

**What Is My Service Area?**

Highmark defines its service areas as outlined in the maps.

**Highmark Blue Cross Blue Shield (DE)**  
All 3 counties in Delaware

**Highmark Blue Cross Blue Shield (WNY)**  
Serves 8 counties in western New York

**Highmark Blue Cross Blue Shield (WPA)**  
Serves 29 counties in western Pennsylvania\*

**Highmark Blue Cross Blue Shield (NEPA)**  
Serves 13 counties in northeastern Pennsylvania

**Highmark Blue Cross Blue Shield (WV)**  
All 55 counties of West Virginia

**Highmark Blue Shield (NENY)**  
Serves 13 counties in northeastern New York

**Highmark Blue Shield (CPA)**  
Serves 21 counties in central Pennsylvania\*

**Highmark Blue Shield (SEPA)**  
Serves 5 counties in southeastern Pennsylvania

Not Included in Highmark Service Areas

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