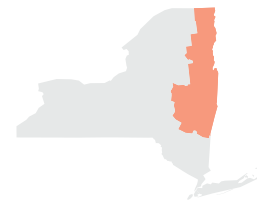


PROVIDER NEWS

A newsletter for the Highmark Blue Shield providers in northeastern New York

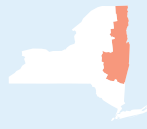


Issue 2, February 2025

FEATURE ARTICLES

[e-SUBSCRIBE Today!](#) Don't miss the latest updates!





IN THIS ISSUE

Top Story

Electronic Claims Update: Supporting Documents Can Be Attached When Submitting New Claims in Availity

Training

Upcoming Webinars for True Performance & True Performance Lite

Feature Articles

Annual HEDIS® Medical Record Reviews to Begin in February 2025

POSTPONED: Authorization Enhancement for Physical Medicine, Home Health, and Hospice Requests

2025 Gold Card Program Expansion: Streamlining Prior Authorizations for Providers

Collaborating to Improve Your Patients' Health and Experience

Colorectal Cancer Awareness Month: Enhance Patient Care and Close HEDIS® Gaps

Short Takes: Fee Schedules, Urgent Care Credentialing, and More

Reimbursement, Claims & Billing

New and Updated Reimbursement Policies

Administrative News

Directory Information – Here's How to Attest
Staying Up to Date with the Provider Manual

Join Our Mailing List

Stay informed and never miss out on what matters!





ELECTRONIC CLAIMS UPDATE:

Supporting Documents Can Be Attached When Submitting New Claims in Availity



The claim submission process in [Availity®](#) is getting an update, **effective April 18, 2025**. When submitting a new claim via Availity, providers will be able to attach supporting documents – also called 275 transactions – saving practitioners time and effort, while accelerating the claim review and approval process for Highmark.

Currently, providers can only submit an initial claim in Availity **without** any attachments; supporting documents must be sent in a separate and later communication via **Message this Payer** in Availity or via other methods, such as fax or mail.

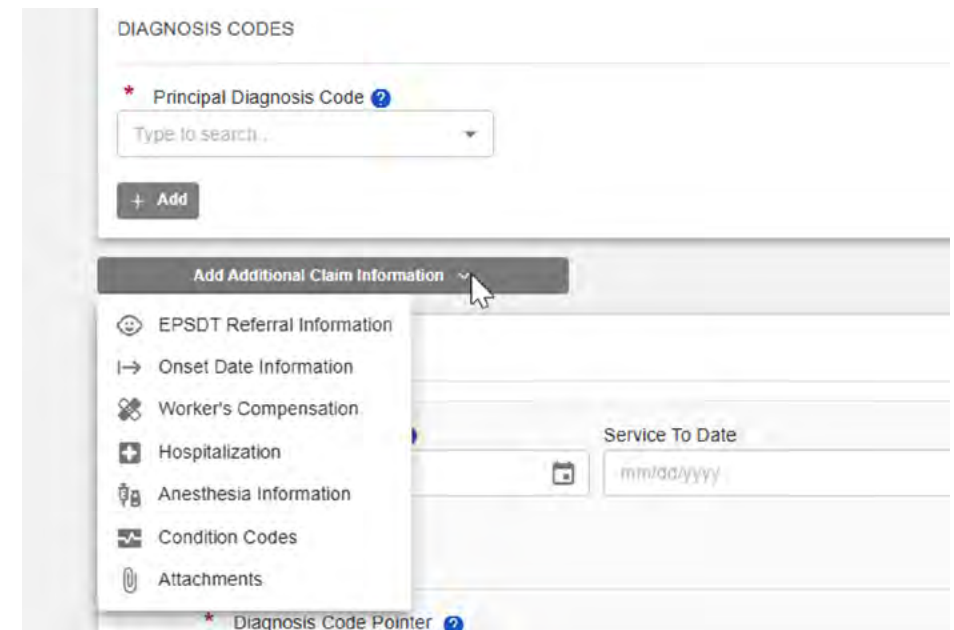
NOTE: This 275 enhancement does **not** apply to batch submissions or Quick Claims.

How to Submit Attachments with Your **NEW** Claim

You will follow the same process you do now when submitting a claim via [Availity](#). Under the **Diagnosis Codes** section, go to the **Add Additional Claim Information** dropdown. Click the arrow or caret and select **Attachments**.

Next, you will select the **Report Type Code** that identifies the information being shared. Click **Report Transmission Code of EL – Electronically Only**, and then select **Choose File**, attaching your files from your desktop.

Once you have attached your documents, you will continue through the claim submission process until you click **Submit**. You will receive confirmation of a successful claim submission.





Attachments can also be Added for Pended Claims via Claim Status Inquiry

The **Claim Status Inquiry** function in Availity enables you to add attachments for pended claims. Click the **Add Attachments** button, choose the appropriate record types, and then add your attachments.

The **Attachments Dashboard** is accessible under **Claims & Payments** and provides details on all attachments by your organization.

Multiple Documents, Multiple Formats – Applicable to Both Workflows

Using the new feature, providers can attach up to 10 electronic documents per new or pended claim, in a variety of formats, including Word, Excel, PDF, JPG, PNG, GIF, and TIFF. This functionality enables providers to easily send their supporting documents via the Availity portal.

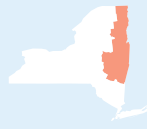
Additional Resources

For more information on electronic claims, visit [this page](#) on the Provider Resource Center, where you will find information on the following claims processes:

- [Submit a Claim](#)
- [Check Claim Status](#)
- [Claim Inquiry](#)

...providers will be able to attach supporting documents – also called 275 transactions – saving practitioners time and effort, while accelerating the claim review and approval process for Highmark





Annual HEDIS[®] Medical Record Reviews to Begin in February 2025

Clinical staff from Highmark Blue Shield will conduct the annual Healthcare Effectiveness Data and Information Set (HEDIS) medical record reviews – based on measurement year 2024 data – from February through mid-May 2025.

The HEDIS report includes the medical record review to assess compliance with a set of standardized performance measurements that health plans report to the National Committee for Quality Assurance (NCQA). HEDIS data is collected and reported annually as part of Highmark’s accrediting and governmental requirements. The measurements being collected are:

- Controlling High Blood Pressure
- Glycemic Status Assessment for Patients with Diabetes
- Blood Pressure Control for Patients with Diabetes
- Eye Exam for Patients with Diabetes
- Transitions of Care
- Cervical Cancer Screening
- Childhood Immunization Status
- Immunizations for Adolescents
- Lead Screening in Children
- Prenatal and Postpartum Care
- Weight Assessment and Counseling for Nutrition and Counseling for Physical Activity for Children and Adolescents

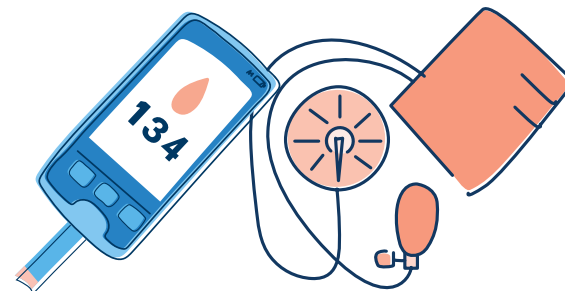
A random sample of members will be identified, and a representative from Blue Shield will notify you either by telephone or fax to discuss the process to submit specific elements of the members’ medical records via fax or mail for review.

CHART RETRIEVAL PROCESS: We are encouraging all providers to submit requested HEDIS medical records to Highmark via secure electronic delivery or fax to the designated return fax number identified on the original chart request.

If you have any questions regarding the HEDIS project, please contact the following representative from Highmark’s Clinical Service area: Michael Clark-Polner at 412-544-7438.

****Please Note: Continuity of Care (CCD) documents are not an acceptable form of medical record documentation.***

HEDIS[®] is a registered trademark of the National Committee for Quality Assurance (NCQA).



POSTPONED

Authorization Enhancement for Physical Medicine, Home Health, and Hospice Requests

The recently announced authorization enhancement for outpatient physical medicine, home health, and hospice services has been postponed to allow for additional testing.

Originally scheduled to go live on Feb. 22, 2025, the enhancement will be implemented at a later date. Providers should continue to follow the current process for requesting authorization for the following services:

- **Chiropractic**
- **Physical Therapy**
- **Occupational Therapy**
- **Speech Therapy**
- **Home Health, including Behavioral Health**
- **Hospice**

When submitting an authorization request for these services, continue to select the correct **Sub-service Type**. For more information on submitting authorization requests, including videos and guides, visit the [Authorization Training & Resources page](#) on the Provider Resource Center.

To stay informed of upcoming changes, sign up for our mailing list by clicking [here](#).





2025 GOLD CARD PROGRAM EXPANSION: Streamlining Prior Authorizations for Providers

Highmark continues to expand its [Gold Card Program](#), which expedites prior authorization for clinicians who have demonstrated historical adherence to clinical criteria. Gold Carded providers are recognized for achieving authorization approval rates of 99% or higher.

Beginning March 1, 2025, Highmark is adding 1,800 new clinicians to the Enterprise Gold Card Program, bringing the total Gold Carded clinicians to over 23,000.

In addition to advanced imaging services such as CT, MRI, and ECHO, this expansion will include new hysterectomy codes, outpatient joint replacements, and pain modalities with additional CPT codes to expedite authorizations for these services.

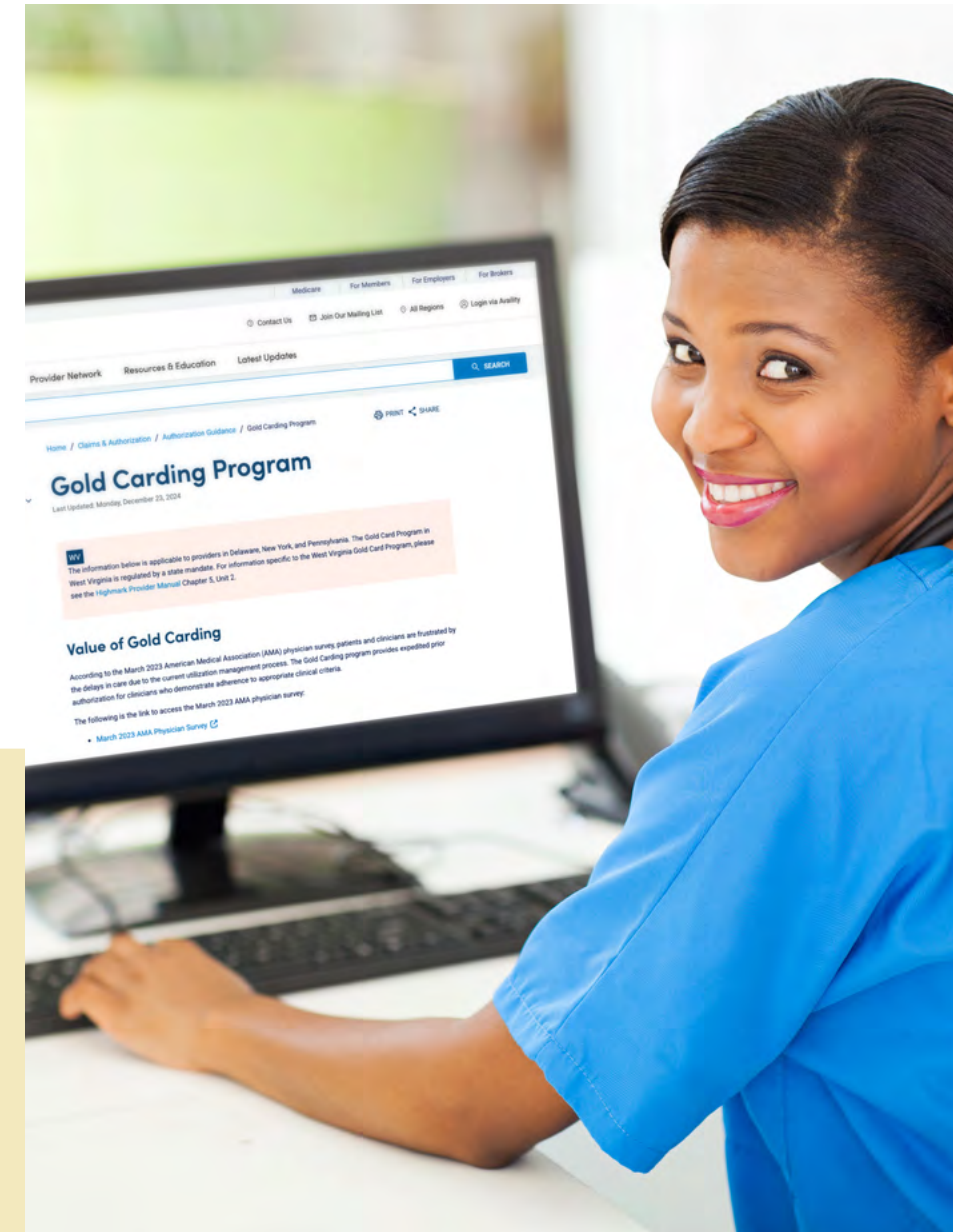
How the Gold Carding Program Works

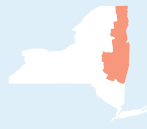
Highmark automatically enrolls clinicians, twice annually, when eligibility criteria are met. Once Gold Carded, clinicians will enter the appropriate information for the Highmark member and upon submission will receive an immediate authorization number to attach to any subsequent claims. In locations that can accommodate, this will enable clinicians to schedule patients' follow-up services before they leave the office, avoiding delays in care.

You can view the [current list](#) of Gold Carded clinicians on the Provider Resource Center. Go to **Claims & Authorization > Authorization Guidance > Gold Carding Program** to verify if you or your practice are Gold Carded. You can also review the Gold Card Prenotification Process for authorizations and eligibility criteria.

For questions about the Gold Card program, please email goldcardinquiries@highmark.com.

Gold Carded providers are recognized for achieving authorization approval rates of 99% or higher.





Collaborating to Improve Your Patients' Health and Experience

The 2025 Consumer Assessment of Healthcare Providers and Systems (CAHPS) survey period is coming soon. Highmark Medicare Advantage members who are selected for the survey will receive it in March.

The survey asks members about their experiences with their health plan and providers as well as their perception of the care they receive from you within the past six months. Any patient interaction can impact CAHPS scores.

The CAHPS survey presents a critical opportunity for Highmark and providers to collaborate to achieve an optimal patient experience. Members are asked several questions about the following topics that relate to their experience with their overall health care and/or their health care providers:

- **How quickly** they are able to get appointments and care – for both urgent and routine care.
- **How easy** it is for them to get the care they need from their primary provider and/or specialists.
- **How well** their care is coordinated between different providers and services.
- **The overall quality** of the health care they receive.



Collaboration Is Key

Collaboration between health plans and providers is key to ensuring that members/patients have positive health care experiences.

Here's how to improve your CAHPS results

FOCUS AREAS

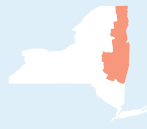
These are key areas where even small improvements make a big difference!

- **Access to Care (Improve Timeliness)** – Patients value quick appointments and easy specialist referrals. Faster access leads to better health outcomes and increased patient satisfaction.
- **Empathetic Communication (Enhance Patient Experience)** – Active listening, clear explanations, and respect build trust. Positive interactions improve patient adherence to treatment plans and overall well-being. This is crucial for Medicare members who may require additional patience and personalized communication.
- **Proactive Health (Promote Wellness)** – Encourage preventive care, screenings, and address tobacco use. Preventive care reduces long-term health issues, improving patient health and lowering healthcare costs.

ACTIONABLE TIPS

- **Schedule Smart** – Proactive appointment reminders and streamlined scheduling improve timeliness.
- **Clear Communication** – Running late can sometimes be unavoidable in a busy office; when it happens, provide a brief explanation for the delay.
- **Care Coordination** – Before the visit begins, review your patient's medical history, prescriptions, and any other providers or specialists they've seen recently.
- **Referral Efficiency** – Implement a system for quick and efficient referrals to specialist and follow up with members about their specialist visit.
- **Technology Use** – Leverage telehealth and virtual visits for convenient follow-ups and instruct your team on how to provide support to patients when accessing virtual care.

Thank you for your partnership and your commitment to your patients and their health. For more information about Medicare Advantage Stars and the importance of high-quality performance, [click here](#). For additional tips on how you can approve patient experience in your office, review [our provider CAHPS flyer](#).



COLORECTAL CANCER AWARENESS MONTH

Enhance
Patient Care
and Close
HEDIS Gaps



Colorectal Cancer Awareness Month, which occurs in March, is an excellent time for reiterating the importance of colorectal cancer screening. By highlighting the resources available, you and your team can improve patient outcomes, while also meeting the Healthcare Effectiveness Data and Information Set (HEDIS®) Colorectal Cancer Screening (COL) measure. Colorectal cancer is the leading cancer diagnosed in both men and women in the United States, resulting in a significant number of preventable deaths each year.

Screening Recommendations and HEDIS Compliance

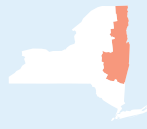
The United States Preventive Services Task Force (USPSTF) recommends screening for all adults starting at age 45. Individuals with family history or other risk factors may need earlier or more frequent screening. Meeting the HEDIS COL measure is crucial for demonstrating high-quality patient care and aligns with Highmark’s True Performance Program (TPP). In addition, colorectal cancer screening is now an Electronic Clinical Data Services (ECDS) measure.

Accurate coding leads to greater gap closure.

Screening Methods and CPT Codes

Screening Method	Timing	CPT Codes	Notes
Colonoscopy	Measurement year or within preceding 9 years	44388-44392, 44394, 44401-44408, 45378-45382, 45384-45386, 45388-45393, 45398	Clear documentation required showing scope reached the cecum.
Fecal Occult Blood Test (FOBT)	Annually during measurement year	82270, 82274	Includes Guaiac (gFOBT) and Immunochemical (FIT). FIT-DNA is separate.
Stool DNA Test (sDNA FIT)	Measurement year or within preceding 2 years	81528	e.g., Cologuard
CT Colonography	Measurement year or within preceding 4 years	74261-74263	
Flexible Sigmoidoscopy	Measurement year or within preceding 4 years	45330-45335, 45337, 45338, 45340-45342, 45346, 45347, 45349, 45350	

NOTE: Samples collected via digital rectal exam (DRE) or FOBT tests performed in an office setting do not count toward compliance.



HEDIS Exclusions

Exclusion Reason	CPT Codes	ICD-10 Codes
Total Colectomy	44150-44153, 44155-44158, 44210-44212	
Colorectal Cancer Diagnosis		C18.0-C18.9, C19, C20, C21.2, C21.8, C78.5, Z85.038, Z85.048

Patient refusal is not an exclusion. Accurate documentation of screening dates, results, and exclusion reasons is essential.

Patient Education and Resources

Highmark has a variety of free resources on the Provider Resource Center that can help educate patients on the importance of colorectal cancer screening, including:

- [Colorectal Cancer Screening Brochure](#)
- [Colorectal Cancer Screening Flyer](#) (Spanish version available)
- [Colorectal Cancer Screening Reminder Card](#)
- [Health Screening and Vaccination Tracker](#) (Spanish version available)

To order for your office, go to **Provider Resource Center (PRC) > Resources & Education > Educational Resources – Member & Provider > Inventory Request Form**. Select your region then the item and quantity you wish to order. Click **ADD TO CART** and fill in the shipping details.

Proactive patient education is key to increasing screening rates. By implementing these strategies, you can improve patient outcomes, meet HEDIS goals, and contribute to reducing the colorectal cancer burden.

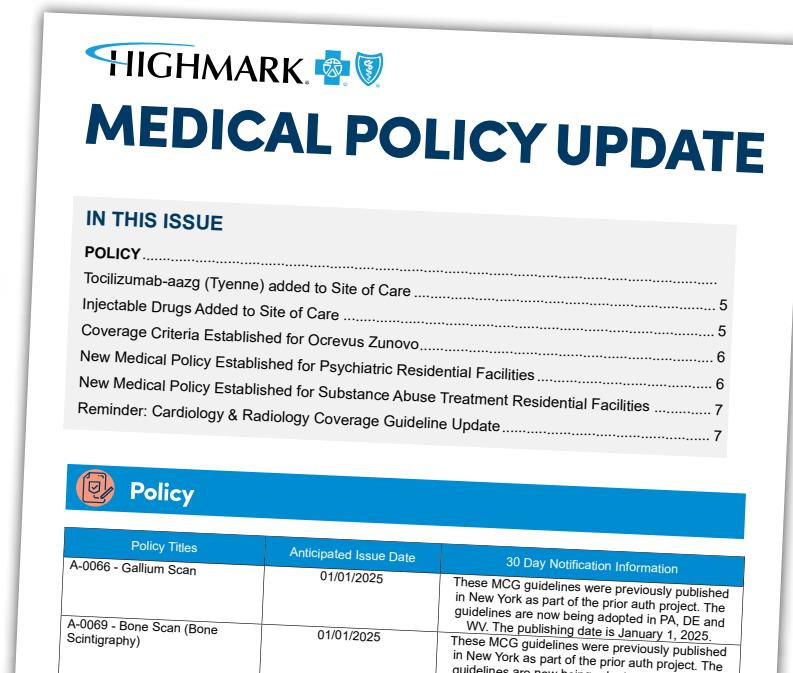
References

Information taken from HEDIS MY 2025 Volume 2: Technical Specifications

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.

HEDIS® is a registered trademark of the National Committee for Quality Assurance (NCQA)

Have You Seen This Month's Medical Policy Update Newsletter?





SHORT TAKES:

Fee Schedules, Urgent Care Credentialing, and More



Quarterly Fee Schedules

The standard professional quarterly fee schedules were published on Feb. 6, 2025.

To view the quarterly fee schedules on the Provider Resource Center (PRC), log into [Availity®](#). Click **Payer Spaces > Your Highmark Plan > Provider Resource Center**.

Once you arrive at the PRC, choose **Claims & Authorization > Reimbursement Programs > Fee Schedule Information**.

Credentialing Update: Urgent Care Centers and Practices, Psychologists, and BH Organizational Providers

Effective May 19, 2025, Highmark is updating and clarifying the credentialing for the following entities and types of practitioners:

- Urgent Care Centers and Urgent Care Practices
- Licensed Psychologists
- Behavioral Health (BH) Organizational Providers

To learn more, click [here](#).

Reimbursement Changes for Some Medical Injectable Drugs

Effective April 1, 2025, Highmark is changing the reimbursement rates for some Medical Injectable Drugs for all regions in Delaware, New York, Pennsylvania, and West Virginia. Reimbursement rates will increase or decrease to align with the average selling price (ASP); drugs lacking an ASP will use the average wholesale price (AWP).

For the full list of injectables, see the article in December [Provider News](#).



Reminder: LabCorp Remains Out-of-Network for Highmark Commercial Patients

As a reminder, LabCorp remains **out-of-network** for your **Highmark Commercial patients**. Services conducted by LabCorp, such as blood draws and analyses, are *not covered* for Highmark Commercial members.

Please continue to send your patients' labs to a participating laboratory with their plan. **Quest Diagnostic remains our preferred in-network lab.**

You can check your patients' eligibility through [Availity®](#)

New Electronic System for Sending and Receiving Medical Records

Effective Nov. 18, 2024, Highmark launched a new online portal – a secure Managed File Transfer (MFT) site – for sending and receiving medical records electronically. All providers were recently notified by email of this change.

The old portal will be discontinued on **March 31, 2025**.

Improved Efficiency and Accuracy

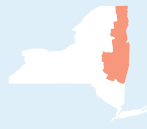
The new MFT portal works similarly to the previous Axway site. Once you sign up, you will receive a new user ID and password, along with the new Secure File Transfer Protocol (SFTP) location. To learn more, see the article in January [Provider News](#) .

Accessibility Expectations – Updated for Professional Providers

Highmark recently updated its accessibility expectations for professional providers to align across all markets. Key changes include:

- Faster access to urgent care (immediate response)
- Shorter wait times for non-urgent appointments (48-72 hours) for both primary care physicians (PCPs) and behavioral health providers
- Routine care appointments within three weeks (with subsequent appointments within seven days)
- A new requirement for follow-up visits within five days of discharge or as clinically indicated





Upcoming Webinars for True Performance & True Performance Lite



Ready to learn more about the benefits of Highmark’s True Performance programs?

Practices with at least 250 attributed Highmark members as of June 30, 2024, moved to the **True Performance** value-based incentive program. Offices with fewer members transitioned to the **True Performance Lite** program.


True Performance: 3 Sessions Available

For providers in the True Performance program, it is recommended to select a Value Insight Center webinar from each group, including the Q&A session.

Introduction & Overview

- [Tuesday, Feb. 25 – 11 a.m.](#) 
- [Thursday, Feb. 27 – 11 a.m.](#) 

Quality & Gap Closure

- [Tuesday, March 11 – 11 a.m.](#) 
- [Wednesday, March 12 – 8 a.m.](#) 
- [Tuesday, March 18 – 11 a.m.](#) 
- [Thursday, March 20 – 11 a.m.](#) 

Open Q&A session

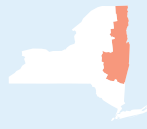
- [Thursday, April 3 – 11 a.m.](#) 

True Performance: Gap Closures Webinar

For providers in the True Performance Lite program, sign up for one of the sessions below. Each hour-long session will provide an in-depth review of the Gap Closures functionality in True Performance Lite Module within Value Insight Center.

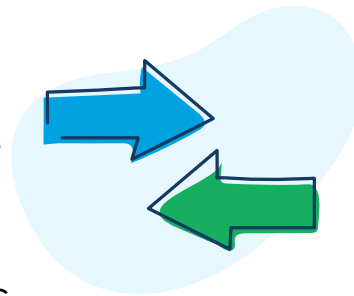
- [Tuesday, April 8 – 11 a.m.](#) 
- [Wednesday, April 9 – 8 a.m.](#) 
- [Wednesday, April 16 – 8 a.m.](#) 
- [Thursday, April 17 – 11 a.m.](#) 





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

Feb. 24, 2025

RP-053 [Advanced Gene and Cellular Therapies](#)

The following updates will be made to this policy:

- Cellular therapy Tecelra and gene therapy Beqvez will be added
- Not Otherwise Classified (NOC) will be replaced with Healthcare Common Procedure Coding System (HCPCS) code J3393 for Zynteglo and code J3394 for Lyfgenia
- References to related Highmark medical policies were updated for Lenmeldy and added for Beqvez

UPCOMING

April 14, 2025

NEW: RP-076 [Medical Nutrition Therapy](#)

This new policy will direct the plan's reimbursement for Medical Nutrition Therapy (MNT) codes 97802, 97803, 97804, G0270, and G0271 for Commercial and Medicare Advantage plans. MNT services will only be reimbursed when billed by a registered dietician or nutritional professional, or by a facility that accepts or received assignment from a registered dietician or nutritional professional. *(NOTE: This policy is not yet available on the PRC.)*

COMING SOON

Effective Date to Be Determined

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

This policy will be updated to apply a reduction to Office/Outpatient E/M codes appended with modifier 25 when reported in the same visit as a preventive medicine service. The preventive medicine service will continue to be fully reimbursed at 100% of the allowable contracted rate. The Office/Outpatient E/M component, when appropriately billed with modifier 25 to signify a separately identifiable service, will be subject to 50% of the allowable contracted rate.

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

This policy will be updated for New York Commercial to add direction for the psychoanalyst specialty. Psychoanalysts will be reimbursed for procedure code 90845 only.

NEW: RP-079 [Multiple Ultrasounds](#)

This new policy – applicable to Commercial and Medicare Advantage markets – will address circumstances surrounding the appropriate reporting of non-obstetrical and obstetrical transabdominal and transvaginal ultrasounds. Reimbursement for multiple procedure payment reductions may be applicable when multiple services are provided during a patient encounter by the same physician or same group physician/other health care professional. *(NOTE: This policy is not yet available on the PRC.)*

NEW: RP-081 [Critical Care with Home Discharge](#)

If a critical care service is submitted with revenue code 045X and a discharge status code of 01 (to home or self-care) on the same day, then the critical care services will not be reimbursable. The provider may appeal the denial by submitting clinical documentation supporting the level of care. *(NOTE: This policy is not yet available on the PRC.)*

NEW: RP-082 [Lab Panel Testing](#)

This new policy will provide the plan's direction for lab testing CPT codes 87661, 87491, and 87591. When more than one of these codes are billed, regardless of number of units, by the same provider on the same date of service, they will be reimbursed under the comprehensive panel code 87801. *(NOTE: This policy is not yet available on the PRC.)*



Directory Information – Here’s How to Attest

When Highmark members are looking for a primary care physician (PCP) or specialist, they expect that our online provider directory presents information that is accurate and current.



That’s why it is essential to ensure that your practice information on file with Highmark remains up to date.

- **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 practitioners 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 practitioner 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.

Please be aware that providers who don’t validate their data quarterly may be removed from the directory and their status within Highmark’s networks may be impacted.

Reviewing Data Is Vital for You

The Centers for Medicare and Medicaid Services (CMS) requires Highmark to reach out to you every quarter and ask you to validate your provider directory information. We use this information to populate our online provider directory and to help ensure correct claims processing.

Your thorough review of your directory information confirms:

- **Each practitioner’s name is correct** and matches the name on his/her medical license.
- **Each practitioner’s National Provider Identifier (NPI) is correct.**

Professional Providers – Use the PDM Tool

Professional providers are now required to validate their Highmark Provider Directory information within the Provider Data Maintenance (PDM) tool every 90 days.

To access PDM, sign in to [Availity®](#), choose the state you practice in, click **Payer Spaces** from the task bar, and then select the Highmark plan you participate in. Once you arrive at the **Payer Spaces** page, scroll down, and select **Provider Data Maintenance** under **Applications**.

Facility, Ancillary, and Medicaid Providers – Use Atlas

The attestation process through Atlas is quick and easy. Just follow these steps...

- 1 Go to hub.primeatlas.com
- 2 Log in.
- 3 Review your information.
- 4 If no changes, confirm.
- 5 If there are changes, update your information.

If you haven’t attested your provider directory information this quarter, you will receive a letter from Atlas to review your provider information. Some providers may also receive emails from Highmark about validating their directory information through the [Atlas website](#). To ensure delivery of emails from Highmark, please add the following email address, resourcecenter@highmark.com, to your address book.

During the attestation process, always double-check your current email address(es) to ensure that you can receive electronic communications from Highmark without delay.

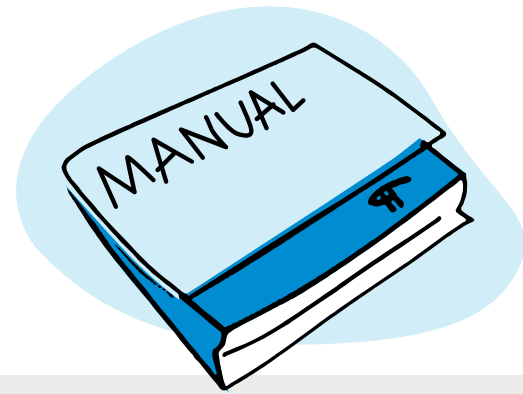
If you need additional information regarding the attestation process, [Atlas’ step-by-step guide](#) is available on the Provider Resource Center.



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 1, Unit 4: Highmark Member Information**
- **Chapter 2, Unit 2: Medicare Advantage Products & Programs**
- **Chapter 3, Unit 3: Professional Provider Guidelines**
- **Chapter 4, Unit 3: Facility-Specific Guidelines**
- **Chapter 5, Unit 1: Care Management Overview**
- **Chapter 5, Unit 2: Authorizations**
- **Chapter 6, Unit 7: Payment/EOBs/Remittances**
- **Chapter 7, Unit 5: Third Party Code of Conduct**

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



Are You Using [Availity](#) for Your Highmark Transactions?

**LEGACY PORTALS NOW
DEACTIVATED**

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.

Highmark Quick Reference

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

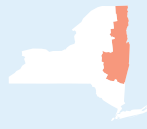
Service Areas [↗](#)

HIGHMARK.
What Is My Service Area?

Highmark defines its service areas as outlined in the maps.

- Delaware - All 3 counties in Delaware
- New York Northeastern Region - Serves 13 counties in northeastern New York under the trade name Highmark Blue Shield of Northeastern New York
- New York Western Region - Serves 8 counties in western New York under the trade name Highmark Blue Cross Blue Shield of Western New York
- Pennsylvania Western Region - Includes 29 counties in western Pennsylvania*
- Pennsylvania Central Region - Includes 21 counties in central Pennsylvania*
- Pennsylvania Northeastern Region - Includes 13 counties in northeastern Pennsylvania
- Pennsylvania Southeastern Region - Includes 5 counties in southeastern Pennsylvania
- West Virginia - Includes all 55 counties of West Virginia
- Not Included in Highmark Service Areas

*Centre County in Pennsylvania is unique in how Highmark divides it. One portion is in Highmark's Central Region, the other is in Highmark's Western Region.



Legal Information

Highmark is a registered mark of Highmark Inc. © 2025 Highmark Inc., All Rights Reserved


Highmark Blue Shield of Northeastern New York (Highmark BSNENY) is a trade name of Highmark Blue Shield of Northeastern New York Inc., an independent licensee of the Blue Cross Blue Shield Association. Blue Shield and the Shield symbol are registered marks, and BlueCard and Blue Distinction are registered trademarks of the Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield companies. BlueCard, Blue Distinction, Blue Distinction Center, and the Federal Employee Program are registered marks and Blues On Call is a service mark of the Blue Cross and Blue Shield Association.

Information on this website is issued by Highmark BSNENY, which serves 13 counties in northeastern New York.

Availity is an independent company that contracts with Highmark to offer provider portal services. Highmark Health is the parent company of Highmark Inc.

HEALTHeNET™ is 2019 copyright of WNYHealthNet LLC, All Rights Reserved. Payers participating in HEALTHeNET provide “Other Insurance” information which is member self-reported. The accuracy of this data CANNOT be guaranteed by HEALTHeNET but rather serves as an indicator that there MAY be

other insurance coverage for the member. It is your responsibility to verify “Other Insurance” information returned on an eligibility response.

Highmark BSNENY has adopted Highmark Inc. medical policies as its own policies applicable to Highmark BSNENY members who have moved to the “Highmark System” (i.e., information systems of Highmark Health and/or its subsidiaries/affiliates). Please note that for providers with Highmark BSNENY members who remain on the BSNENY Legacy System (i.e., *have not yet moved to the Highmark System*), certain BSNENY Legacy System medical protocols (found at bsneny.com ) shall apply and control until the earlier of such time as such member is no longer on the BSNENY Legacy System or Highmark BSNENY communicates otherwise to you.

Current Procedural Terminology (CPT) is a registered trademark of the American Medical Association. HEDIS and Quality Compass are registered trademarks of the National Committee for Quality Assurance (NCQA). Consumer Assessment of Healthcare Providers and Systems (CAHPS) is a registered trademark of the Agency for Healthcare Research and Quality. CORE is a registered trademark of CAQH. InterQual is a registered trademark of McKesson Health Solutions, LLC.

View the [BENENY Privacy Statement](#) .

®Blue Shield and the Blue Shield symbols are registered marks of the Blue Cross Blue Shield Association, an association of independent Blue Cross and Blue Shield companies.

Highmark Western and Northeastern New York Inc. d/b/a Highmark Blue Shield is an independent licensee of the Blue Cross Blue Shield Association.

All references to “Highmark” in this document are references to the Highmark company that is providing the member’s health benefits or health benefit administration and/or to one or more of its affiliated Blue companies.