



PROVIDER NEWS

A newsletter for Highmark Blue Cross Blue Shield providers in West Virginia

Issue 8, August 2024

HIGHMARK WEST VIRGINIA

RELINQUISHED **WASHINGTON COUNTY, OHIO,** SERVICE AREA



Highmark Blue Cross Blue Shield in West Virginia relinquished the Washington County, Ohio, service area. The change – which was requested by Highmark – was approved by the Blue Cross Blue Shield Association in November 2023. As a result of this relinquishment, Anthem Blue Cross Blue Shield is the only local Blue Plan in Washington County, Ohio, and **effective Oct. 22, 2024**, the Highmark systems will no longer recognize Washington County, Ohio, as part of the Highmark service area.

We are working with Anthem to ensure a smooth transition for all affected providers and members.

What Providers Need to Know

Do You Practice in Washington County, Ohio?

If your practice and/or facility is located in Washington County, Ohio, you may be **dually contracted** with Highmark and Anthem and currently submit claims to Highmark or Anthem for non-Highmark or non-Anthem Blue Plan members. **Effective Oct. 22, 2024**, you may only submit claims to Highmark for Highmark members as a contiguous county claim and you may not submit claims to Highmark for any other Blue Plan member. Please see the information below on contiguous county claims filing.

Question: I'm already contracted with Highmark and I have offices in both West Virginia and Washington County, Ohio. Do I need to be contracted with Anthem?

Yes. If you have an office in Washington County, Ohio, you should also be contracted with Anthem if you want to service Anthem members on a participating/in-network basis. If you do **not** have a contract with Anthem, you will be out of network for Anthem members and all other Blue Plan members. The vast majority of providers who have offices in both West Virginia and Washington County, Ohio, are dually contracted with Highmark and Anthem. If you're not one of those providers, contact Anthem today by going here or calling **800-676-BLUE (2583)** to begin the credentialing process.

Contiguous County Claims – How They Work

Highmark contracts with providers located in counties in other Blue Plan service areas that border our service areas. These Highmark contiguous county provider contracts – for Commercial and Medicare Advantage lines of business – apply only to Highmark members who work or reside in the Highmark service area.

Claims filing rules for contiguous area providers are based on the following:

- Provider's physical location (the Blue Plan service area where the provider's office is located).
 - Provider's contract status with the two Blue Plans (Is the provider contracted with only one or both service areas?).
 - Member's Home Plan and where the member works and resides.
 - Location where the member received services.
-

Criteria for Submitting to the Member's Home Plan

Contiguous county claims filing rules allow claims to be filed directly to the member's Home Plan when each of the following criteria are met:

- The Home Plan's member lives or works in the Home Plan's service area, and
- The Home Plan contracts with a provider located in its contiguous county, and
- Service is provided in the provider's office located in a contiguous county.

If each of the criteria are not met, the claim must be filed to the Blue Plan in whose service area the provider is located.

IMPORTANT: Effective Oct. 22, 2024, if a Highmark member works or resides in any Highmark service area and receives services from a Highmark-contracted provider located in Washington County, Ohio, the provider must submit the claim to Highmark West Virginia. However, if a Highmark member who does not work or reside in a Highmark service area receives services from a Highmark-contracted provider located in Washington County, Ohio, the provider must submit the claim to Anthem.

Background

Highmark Health acquired the Washington County, Ohio, portion of the service area through the former Primary Licensee Highmark Inc.'s affiliation with Mountain State Blue Cross Blue Shield. Post-affiliation, that company eventually became what is now known as Highmark West Virginia Inc. d/b/a Highmark Blue Cross Blue Shield.

Highmark West Virginia has not actively marketed the Blue brands in Washington County, Ohio, since Mountain State was renamed and assumed the trade name Highmark Blue Cross Blue Shield West Virginia in 2011.



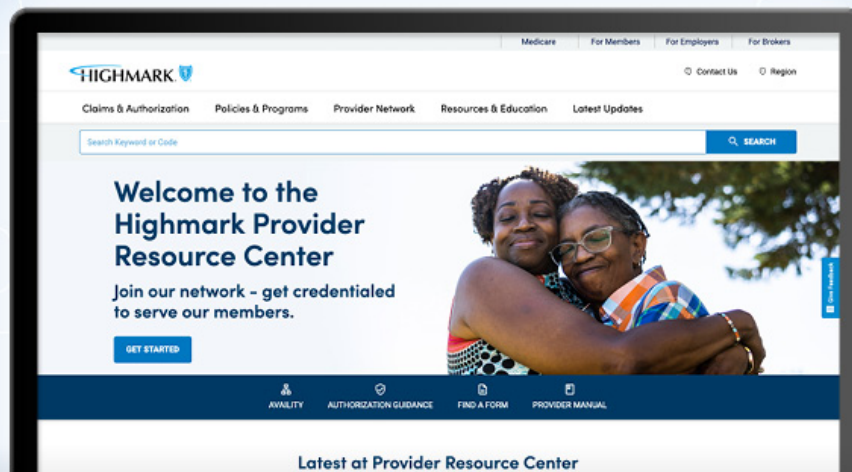



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A NEW CENTRALIZED PRC for All Six Highmark Regions to Launch **This Fall**



Simpler. Streamlined. Better. That's what providers can expect when the new [Highmark Provider Resource Center](#)  (PRC) debuts this fall, with a targeted launch date of **Oct. 1.**

We launched a beta version of the new PRC for our Central and Southeastern Pennsylvania region back in December 2023 and have been soliciting feedback from you as we work to expand the site to the other Highmark regions.

Simpler

Instead of six regional sites, there is a single, centralized PRC for all Highmark's network across our footprint of Delaware, New York, Pennsylvania, and West Virginia.

Streamlined

The new PRC includes an easier-to-navigate design, information highlighting common reasons for visiting, and an enhanced site search tool. These features enable providers to get the information they need with fewer clicks.

Better


"The redesigned Provider Resource Center will make it easier for providers and their teams to quickly find the information they need, so they can spend less time on administrative work and more time focusing on their patients," said Ashley Blankette, Vice President of Digital Product Management for Highmark.


The current version of the new PRC is just the starting point. Over the next 12–24 months, providers can expect to see further enhancements and upgrades, including:

- **Customized content**
- **Quality visuals**
- **Improved search**
- **Priority messaging**
- **Seamless integration with other Highmark applications**



The new PRC is a critical part of Highmark's ongoing commitment to offer providers robust digital tools that reduce administrative burden, improve office workflows, and simplify complex transactions.

As part of this initiative, Highmark invested in launching [Availity Essentials](#)[®]  last year as its new provider portal for many of its payor-provider transactions.

"The new PRC and the [Availity](#)  portal are two key investments that are helping to transform the provider experience," said Blankette. "Our goal is to create a seamless, supportive, end-to-end

journey when you work with our health plan.”

Your Feedback is Requested

As we move closer to the fall launch date, we encourage you to visit the new site at:

<https://providers.highmark.com>  and give us your feedback.

Tell us what you like about the new PRC, what works for you, and how can we make improvements by clicking on the **Give Feedback** icon on the right side of the screen.

All the regional PRCs will remain available until the new site officially launches. The URLs for the regional PRCs will be redirected to the new PRC once the site goes live.





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NEW COLON CANCER TEST

NOT on the Highmark
Preventive Schedule



The Federal Drug Administration (FDA) has recently approved a blood test screening tool for colon cancer called “Shield” by Guardant Health. However, this new product has **NOT** been approved by the United States Preventive Services Task Force (USPSTF) and is **NOT** currently included on the Highmark Preventive Schedule. Our 2024 Preventive Health Guidelines and Immunization Schedules can be viewed [here](#) .

If Shield is ordered by a Highmark provider, **members will be liable for cost share**. The test costs approximately **\$895**.

Also, this tool is **NOT** eligible to be used to close Healthcare Effectiveness Data and Information Set (HEDIS[®]) gaps.

Currently, there are only five procedures/tests that meet the HEDIS measure for Colorectal Cancer Screening:




- Colonoscopy
- CT Colonography

- Fecal Immunochemical Test (FIT) DNA Lab Test (Cologuard)
- Flexible Sigmoidoscopy
- FOBT Lab Test

The U.S. Multi-Society Task Force has classified both the colonoscopy and annual FIT (Cologuard) as tier-1 screening recommendations.

Resources for Patients/Members

On the Provider Resource Center (PRC), practitioners can download the following free educational resources regarding colorectal cancer prevention to share with patients and staff:

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

To order copies for your practice, go to the **PRC > EDUCATION/MANUALS > Inventory Request Form > Select Printable Item**. Click the down arrow and then select the items you wish to order. Complete the form and click the **ADD TO ORDER** button.

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.

The Healthcare Effectiveness Data and Information Set (HEDIS®) is a registered trademark of NCQA.





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SHORT TAKES:



Tips for Corrected Claims, Credentialing Appeals, and More


Tips for Submitting Corrected Claims

It is important to file a corrected claim accurately to ensure that Highmark can identify the original claim, understand the correction that is required, and ensure that the corrected claim is not denied as a duplicate.


To reduce errors and possible rejection of your claim resubmission, please follow the guidelines listed in [this Special Bulletin](#) .

Changing: The Process for Appealing Credentialing Decisions for Professional Providers in DE and WV


Effective Nov. 15, 2024, all appeals of Credentials Committee decisions for Delaware (DE) and West Virginia (WV) professional providers will be presented to the Highmark Network

Quality and Credentials Committee (NQCC). Appeals will no longer be presented to the Appeals Review Committee (ARC). The reconsideration step is being removed. To learn more, click [here](#) .


August is National Immunization Awareness Month (NIAM)

NIAM is an excellent time for not only communicating the importance of routine vaccinations, but also for reviewing... Click [here](#)  to read more.


Annual Phone Survey to Verify Provider Directory Information

Throughout August, the independent research firm Press Ganey will conduct phone surveys with a sampling of providers in Delaware, New York, Pennsylvania, and West Virginia. Survey questions will assess knowledge of the tools available to you and your staff and to verify the products/networks in which you participate through your Highmark contract. To learn more, click [here](#) .

Express Scripts Pharmacy to No Longer Stock a Limited Set of Medications

Effective Aug. 19, 2024, Express Scripts Pharmacy is no longer stocking a limited set of medications for all lines of business. Members currently receiving impacted drugs have the option to fill an alternative drug at Express Script home delivery, but those who want to or need to continue filling the impacted drugs will need to do so from an alternative, in-network retail pharmacy. For more information and to see the list of impacted medications, click [here](#) .

Farxiga Added to Medicare Formularies as a Tier 3 Preferred Brand Name

As of **Aug. 1, 2024**, Highmark has added Farxiga to its Medicare formularies as a Tier 3 Preferred Brand Name Drug. This change will help to reduce prescription drug costs for our members. To read the **Special Bulletin**, go [here](#) .



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Protect Your Youngest Patients:

Why Two Flu Shots Are Better for Children **6 Months–8 Years Old**



As we approach the 2024–2025 flu season, it's crucial to emphasize the importance of **two doses of influenza vaccine** for children aged 6 months to 8 years old, especially for those who are receiving their first flu vaccine ever.

Why Two Doses?

- **Optimal Immune Response** – A single dose of flu vaccine may not provide sufficient protection for young children, especially those receiving their first-ever flu vaccine. Two doses – spaced at least 4 weeks apart – will allow their immune systems to develop a stronger and more lasting response.
- **Reduced Risk of Flu Complications** – Children are particularly vulnerable to severe flu complications like ear infections and pneumonia, which can result in

hospitalization. Two doses significantly reduce their risk of experiencing these complications.

- **Protecting the Community** – Vaccinating children helps protect not only themselves but also vulnerable individuals in their community, including infants too young to be vaccinated and those with weakened immune systems.

Research Supports Two Doses

Studies have shown that two doses of influenza vaccine in the same season may be more effective than alternative priming strategies. A study published in the *Pediatric Infectious Disease Journal*¹ found that children who completed the two-dose series in a previous flu season had higher vaccine effectiveness (VE) against influenza A(H3N2) and B in the current flu season compared to those who received only one dose.



Notably, children 2-8 years old who did **not** complete the priming two-dose series were 2.4 times more likely to become ill with influenza A(H3N2) in the current season.



Furthermore, a more recent study² found that two doses of influenza vaccine given four weeks apart were more effective in protecting influenza vaccine-naïve children aged 6 months to 2 years. This study found a VE of 53% for children who received two doses compared to a VE of 23% for one dose.

Key Points for Clinicians

- **Timing Matters** –The ideal time to get vaccinated is *before* the flu season peaks, typically in October or November, but the vaccine can be administered throughout winter and early spring.
- **No Age Restrictions** – Both the inactivated influenza vaccine (IIV) and the live attenuated influenza vaccine (LAIV) are available for children 6 months to 8 years old.
- **Administer Dose 2** – Even if the child turns 9 years old between receipt of dose 1 and dose 2, the child should receive the second dose.
- **Informed Consent** – Ensure parents understand the benefits and risks of both vaccine options and make informed decisions.
- **Educate Parents** – Clearly communicate the benefits of two-dose vaccination to parents, emphasizing the enhanced protection and potential for long-term benefits.

Discuss root causes of vaccine hesitancy and address health literacy concerns if they arise.

Resources for Parents

- www.cdc.gov/flu 
- www.healthychildren.org 

By embracing the 2-dose recommendations, clinicians can play a vital role in maximizing influenza protection for children and reducing the burden of influenza illness.

References

1. Thompson, M. G., Clippard, J., Petrie, J. G., Jackson, M. L., McLean, H. Q., Gaglani, M., ... & Fry, A. M. (2016). Influenza vaccine effectiveness for fully and partially vaccinated children 6 months to 8 years old during 2011–2012 and 2012–2013: The importance of two priming doses. *Pediatric Infectious Disease Journal*, 35(3), 299–308.

2. Abraham, C., & Stockwell, M. S. (2020). The clinical importance of a second dose of influenza vaccination in young children. *JAMA Pediatrics*, 174(7), 643–644. <https://doi.org/10.1001/jamapediatrics.2020.0377>

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.





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Non-Participating Providers Required to Use **SELF-SERVICE TOOLS** for Claim Status and Claim Inquiry




Effective **Sept. 30, 2024**, all non-participating providers – those in Delaware, Pennsylvania, New York, and West Virginia who are not currently contracted with Highmark – will be required to use Availity or our Interactive Voice Response (IVR) system to check claim status or submit a claim inquiry for a Highmark member.



This change is for commercial, Federal Employee Program (FEP), and BlueCard (Medicare Advantage excluded) claims.


For out-of-area non-participating provider BlueCard claims for Highmark members, please use your local plan's provider portal to check status and submit claim inquiries.

These [self-service tools](#)  are available 24/7 and can provide the quickest answers to your claim questions.

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1. [Availity Essentials](#) , **Highmark's Provider Portal** – the primary method for submitting transactions to Highmark.

Because Availity is a multi-payer platform, **even if you are not contracted with Highmark**, you can register your organization to transact with Highmark and other payers across the country.

If your organization is not already registered with [Availity](#) , go to the [Register and Get Started with Availity Essentials webpage](#)  for details on how to register. We recommend you begin the Availity registration process now to ensure you have access prior to **Sept. 30**.

For more information on how to check claim status or submit a claim inquiry in Availity, we have a special section on the [Highmark Provider Resource Center](#) .

-
2. **Interactive Voice Response (IVR)** – An automated, interactive telephone system that allows providers to inquire about claim status.

- You can access the following claim information via the IVR:
 - Charges
 - Process date
 - Member responsibility
- Be prepared with the provider's NPI number; member's Highmark ID or Social Security number; member birthdate; and date of service.



Beginning **Sept. 30, 2024**, non-participating providers who call Highmark Provider Service Center for questions relating to claim status or claim inquiry will be directed to use Availity or the IVR.

Effective July 2023, Highmark participating providers in Delaware, Pennsylvania, and West Virginia were required to use Availity or the IVR for claim status and claim inquiry. The same requirement went into effect in New York in August 2024.

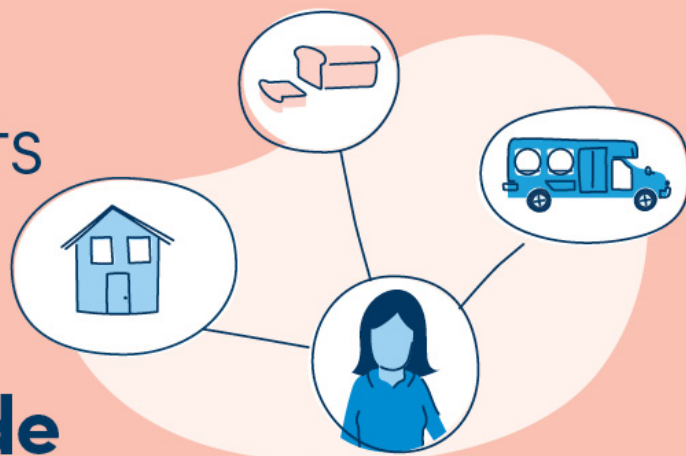


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New Social Determinants of Health (SDOH) Quality Guide




Did you know that SDOH can impact up to 80% of a patient's health?

Helping patients overcome challenges posed by SDOH greatly enhances their ability to live healthier lives.

Our new guide on the Provider Resource Center has information about how to successfully implement SDOH processes into your practice. Topics covered include:

- **Overview of SDOH**
- **SDOH Assessment Screening Tools**
- **Implementation Tips and Recommendations**
- **Coding**
- **Resources for Social Needs**

By understanding and addressing SDOH, providers can improve the health and well-being of their patients. Click [here](#)  to access the guide.





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FEP Members


Are Getting

NEW ID CARDS



The Federal Employee Program (FEP) is issuing new ID cards for members enrolled in FEP Blue Standard and FEP Blue Basic. The rollout of the new cards starts in August and will continue through October.

Members who receive the new ID card should begin using it immediately to access medical and pharmacy benefits.

The new card includes a QR code that connects members to fepblue.org  for benefit information, including deductibles and out-of-pocket maximum limits.





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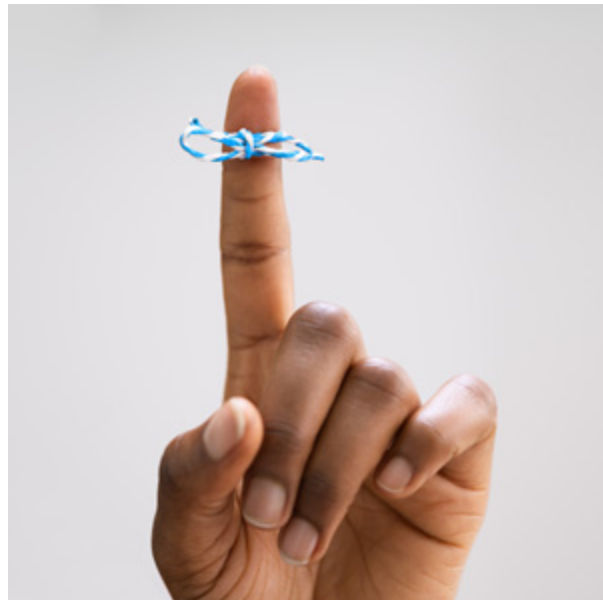
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Reminder: Filing Contiguous County Claims for Highmark Members and Non-Highmark Members

Highmark contracts with providers located in counties that are part of another Blue Plan's service areas but border Highmark service areas. These Highmark contiguous county provider contracts apply only to Highmark members *who work or reside in the Highmark service area*.

If a provider – located in a county contiguous to a Highmark plan service area – contracts with that Highmark plan (“Contiguous County Contracting Highmark Plan”) and renders services to any Highmark plan member who works or resides in any Highmark plan service area, the provider must file the claim to the Contiguous County Contracting Highmark Plan. See below the response to the question, **“How Contiguous Claims Filing Rules Apply for Highmark Service Areas”**.

If the Highmark member does **not** work or reside in the Highmark service area, the provider must file the claim for the Highmark member to the local Blue Plan where the provider is located and regular BlueCard claim filing rules apply.



Claims filing rules for contiguous area providers are based on the following:

- Provider’s physical location (the Blue Plan service area where the provider’s office is located).
 - Provider’s contract status with the two Blue Plans (Is the provider contracted with only one or both service areas?).
 - Member’s Home Plan and where the member works and resides.
 - Location where the member received services.
-

Criteria for Submitting to the Member’s Home Plan

Contiguous county claims filing rules allow claims to be filed directly to the member’s Home Plan when each of the following criteria are met:

- The Home Plan’s member lives or works in the Home Plan’s service area, and
- The Home Plan contracts with a provider located in its contiguous county, and
- Service is provided in the provider’s office located in a contiguous county.

If each of the criteria is not met, the claim must be filed to the Blue Plan in whose service area the provider is located.

IMPORTANT: The contiguous county claims filing rules **don’t** apply to ancillary claims filings (independent labs, durable/home medical equipment and supplies, and specialty pharmacy) or in overlapping service areas, where multiple Blue Plans share the same service area.

For claim submission guidelines for ancillary claims and overlapping service areas, please see the “Overlapping Service Areas” and “Ancillary Claims Filing Rules” sections in the *Highmark Provider Manual’s Chapter 2.6: The BlueCard Program*.

How Contiguous Claims Filing Rules Apply for Highmark Service Areas

Blue Cross Blue Shield Association contiguous county claims filing rules consider all Plans operating in multiple service areas as one service area. Therefore, Highmark plans in all of our service areas in Delaware, New York, Pennsylvania, and West Virginia are viewed as one service area for claims filing.

What You Can Do to Avoid Claim Denials

To help avoid unnecessary claim denials, it is recommended that contracted contiguous county providers have a process in place to assure you request and document a Highmark member's home and work addresses accurately. If it is determined that the member does not live or work in the Highmark service area where you have a contiguous county contract, it should be documented that claims are to be filed to your local Blue Plan as BlueCard claims.

Dually Contracted

Providers in contiguous counties to Highmark Plan areas should be dually contracted so that they can bill claims for non-Highmark members to the appropriate Plan. By participating with BOTH plans, providers can facilitate appropriate claims submission for Highmark members and non-Highmark members.





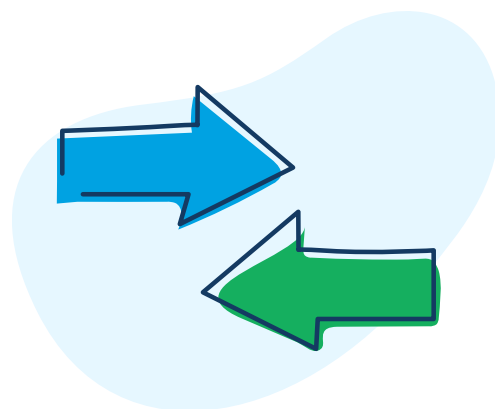
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New and Updated Reimbursement Policies

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



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

RECENTLY UPDATED

August 8, 2024


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

This policy was updated with new drugs and therapies, as well as cross-references to medical policies. The name of RP-053 changed from “Gene and Cellular Therapy” to “Advanced Gene and Cellular Therapies.”

August 16, 2024

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

Licensed clinical social workers (LCSWs) may have noticed an increased reimbursement percentage identified in a June 1, 2024, update to RP-068.

Effective Aug. 16, 2024, that percentage will return to its previous rate (75%).
For more information, read our [Special Bulletin](#) .

UPCOMING

August 30, 2024

RP-057 [Evaluation & Management Services](#)

A “Definitions” section will be added to this policy. In addition, the total time requirements for codes 99202–99205 (new patient services) and the total minutes requirements for codes 99212–99215 (established patient services) and codes 99306–99308 (nursing facility services) will be updated.

October 28, 2024

RP-054 [Ambulance Services](#)

Direction from Medicare Advantage (MA) Medical Policy T-2 (Ground Ambulance) will be transferred to RP-054, which will become applicable to MA effective **Oct. 28, 2024**. There will be no changes to the MA direction.

COMING SOON

Effective Date to Be Determined

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.)*







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Authorization Updates: Out-of-Area Exceptions, MSK Bilateral Reminder, and Sept. 30 Changes

During the year, Highmark adjusts the [List of Procedures and Durable Medical Equipment \(DME\) Requiring Authorization](#) . For information regarding authorizations required for a member's specific benefit plan, providers may:

- Call the number on the back of the member's card,
- Check the member's eligibility and benefits via [Availity](#)® 
- Search BlueExchange through the provider's local provider portal.

These changes are announced in the form of Special Bulletins and other communications posted on Highmark's Provider Resource Center (PRC). The most recent updates regarding prior authorization are below:

Out-of-Area Gap Exceptions

There's a [new tip sheet](#)  posted on the Provider Resource Center that explains how the out-of-area gap exception process works, including the following information:

- An out-of-network gap exception is a formal request for Highmark to cover care from an out-of-network provider/facility at the in-network rate.
- These requests must be made before care is provided and **determined to be medically necessary by Highmark.**

- Failure to submit a gap exception request prior to care will result in higher costs for the patient/member.

Bilateral MSK Requests Should Be for Two Units


Highmark is experiencing an increased volume of incorrect authorization requests for bilateral musculoskeletal (MSK) procedures. For bilateral procedures, requested units should be in multiples of 2 (e.g., 2, 4, 6, etc.).

To ensure efficient processing of your authorization request for this type of treatment, providers need to include the correct code(s) for bilateral MSK procedures and request units in multiples of 2. This will result in faster approvals for appropriate treatment.

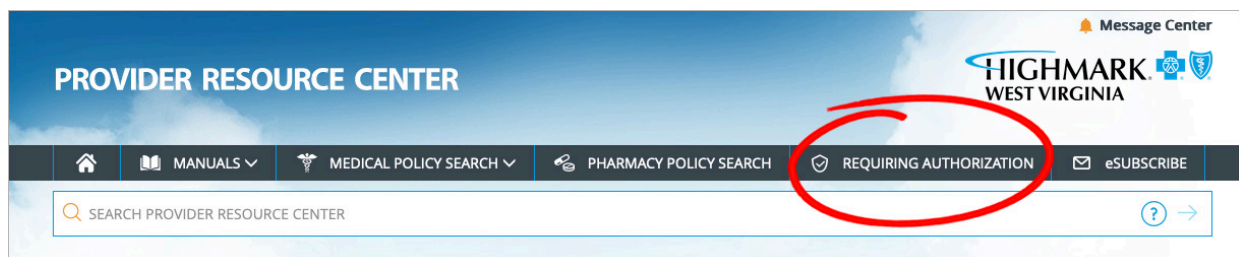
Prior Authorization Changes Occurring on Sept. 30, 2024

Effective Sept. 30, 2024, nearly 100 codes will be added to the prior authorization list, including codes related to the following procedures and/or treatments:

- Implantable defibrillator
- Insertion of new or replacement pacemaker; Removal of permanent pacemaker
- Mastectomy
- Nasal/sinus endoscopy

The codes below will not appear on the Prior Authorization list until the effective date of **Sept. 30, 2024**. To view the codes now, click [here](#) .

To view the full List of Procedures/DME Requiring Authorization, click **REQUIRING AUTHORIZATION** in the gray bar near the top of the PRC homepage.



The screenshot shows the top navigation bar of the Highmark West Virginia Provider Resource Center. The navigation bar includes a home icon, 'MANUALS', 'MEDICAL POLICY SEARCH', 'PHARMACY POLICY SEARCH', 'REQUIRING AUTHORIZATION' (circled in red), and 'eSUBSCRIBE'. The Highmark West Virginia logo is in the top right corner, and a search bar is at the bottom.

Once redirected to the **Procedures/Service Requiring Authorization** page, click **View the List of Procedures/DME Requiring Authorization** under **PRIOR AUTHORIZATION CODE LISTS**.

Please note that the Highmark member must be eligible on the date of service and the service must be a covered benefit for Highmark to pay the claim.

[Availity](#)  is the preferred method for:

- Checking member benefits and eligibility
- Verifying whether an authorization is needed
- Obtaining authorization for services





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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.


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.**

- **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.
- 
- An illustration of a magnifying glass with a blue handle and frame, focusing on a blue lowercase letter 'i' inside a white circle. The background is a light blue gradient with a soft orange shadow behind the magnifying glass.


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.



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PROVIDER NEWS

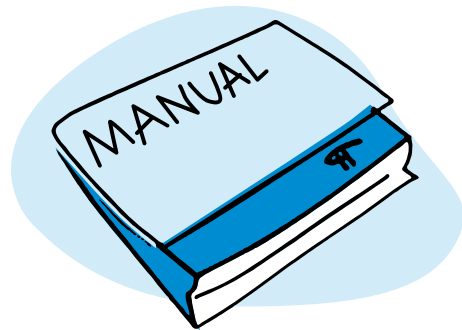
A newsletter for Highmark Blue Cross Blue Shield providers in West Virginia

Issue 8, August 2024

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/Recertifying 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 6: The BlueCard Program**
- **Chapter 3, Unit 2: Professional Provider Credentialing**
- **Chapter 4, Unit 1: PCPs and Specialists**
- **Chapter 4, Unit 2: Behavioral Health Providers**
- **Chapter 4, Unit 7: Durable Medical Equipment and Prosthetics**
- **Chapter 5, Unit 1: Care Management Overview**
- **Chapter 5, Unit 3: Medicare Advantage Procedures**
- **Chapter 5, Unit 7: Value-Based Reimbursement Programs**
- **Chapter 5, Unit 6: Quality Management**
- **Chapter 6, Unit 8: Payment Review**

To see the full list of recent changes, visit the [Highmark Provider Manual Changes](#)  page.



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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](#) .

You can access both *Provider News* and the Medical Policy Update Newsletter on the Provider Resource Center from the **NEWSLETTERS/NOTICES** link on the sidebar. Email subscriptions are available via the **eSubscribe** button on the PRC taskbar.

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 .



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The Blue Cross Blue Shield Association is an association of independent, locally operated Blue Cross and Blue Shield companies.

Atlas Systems, Inc. is a separate and independent company that conducts physician outreach for Highmark.

NaviNet is a registered trademark of NaviNet, Inc., which is an independent company that provides a secure, web-based portal between providers and health care insurance companies.

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(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.

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QUICK REFERENCE

HIGHMARK PROVIDER SERVICE CENTERS

Please use NaviNet® for all of your routine eligibility, benefit, and claim inquiries.
For non-routine inquiries that require analysis and/or research, contact Highmark's Provider Services.

[What Is My Service Area?](#)

PENNSYLVANIA:

- Western Region: Professional Providers **1-800-547-3627**; Facilities **1-800-242-0514**
Hours of Availability: 8 a.m. to 5 p.m. EST, Monday through Friday
- Central & Northeastern Regions: Professional Providers **1-866-731-8080**; Facilities **1-866-803-3708**
Hours of Availability: 8 a.m. to 5 p.m. EST, Monday through Friday
- Eastern Region **1-800-975-7290**
Hours of Availability: 9 a.m. to 12 noon, 1 p.m. to 4:30 p.m. EST, Monday through Friday.
- Medicare Advantage:
 - Freedom Blue PPO: **1-866-588-6967**
 - Community Blue Medicare HMO: **1-888-234-5374**
 - Community Blue Medicare PPO: **1-866-588-6967**
 - Security Blue HMO (Western Region only): **1-866-517-8585**
- Behavioral Health:
 - Western & Northeastern Regions: **1-800-258-9808**
 - Central & Eastern Regions: **1-800-628-0816**

DELAWARE:

- Highmark Delaware Provider Services: **1-800-346-6262**
Hours of Availability: 8:30 a.m. to 5 p.m. EST, Monday through Friday
- Behavioral Health: **1-800-421-4577**

WEST VIRGINIA:

- Highmark West Virginia Medical: **1-800-543-7822**
- Highmark Senior Solutions Medicare Advantage Freedom Blue PPO: **1-888-459-4020**
Hours of Availability: 8 a.m. to 8 p.m. EST, Monday through Sunday
- Behavioral Health: **1-800-344-5245**

NEW YORK:

- Highmark Blue Cross Blue Shield of Western New York: **1-800-950-0051 or (716) 884-3461**
- Highmark Blue Shield of Northeastern New York: **1-800-444-4552 or (518) 220-5620**
Hours of Availability: 8 a.m. to 8 p.m. EST, Monday through Sunday
- Behavioral Health: **1-844-946-6264**
 - Fax: Behavioral Health Outpatient: **1-822-581-1867**; Behavioral Health Inpatient **1-833-581-1866**

Please listen carefully to the available options to reach the appropriate area for your inquiry.

HIGHMARK CLINICAL SERVICES

NaviNet® is the preferred for authorization requests. Contact Clinical Services for inquiries that cannot be handled via NaviNet.® **Hours of Availability:** Monday-Friday 8:30 a.m.-7 p.m.; Saturday & Sunday 8:30 a.m.-4:30 p.m. for urgent issues.

PENNSYLVANIA:

- Western Region:
 - Medical Services: Professional Providers **1-800-547-3627**; Facilities **1-800-242-0514**
 - Behavioral Health: **1-800-258-9808**

- Central Region:
 - Medical Services: Professional Providers **1-866-731-8080**; Facilities **1-866-803-3708**
 - Behavioral Health: **1-800-628-0816**
- Northeastern Region: Medical Services **1-800-452-8507**; Behavioral Health **1-800-258-9808**
- Eastern Region: Call Independence Blue Cross at **1-800-862-3648**

DELAWARE:

- Medical Services **1-800-572-2872**; Behavioral Health **1-800-421-4577**

WEST VIRGINIA:

- Highmark West Virginia Products for Medical and Behavioral Health Services: **1-800-344-5245**
- Medicare Advantage Freedom Blue PPO: **1-800-269-6389**

NEW YORK:

- Medical Services: **1-844-946-6263**
 - Fax: Medical Outpatient **1-833-619-5745**; Medical Inpatient **1-833-581-1868**



Please see the *Highmark Provider Manual's* [Chapter 1.2](#) for additional contact information.

