

# DENTAL NEWS



[www.wa.regence.com/provider](http://www.wa.regence.com/provider)

## Treatment Cost Estimator gives patients access to network average cost information

When discussing a patient's treatment options, it is common for the cost of a recommended service or treatment to become a part of the conversation. With a lack of available cost information, it can be difficult for patients to evaluate the information they receive.

This spring, Regence will launch its newest online feature designed to give our members information they consider important when making value-based health care decisions. The Treatment Cost Estimator gives our members the ability to access network average costs for a range of treatments. This feature is intended to enable members to better understand the treatment their provider is recommending as well as the associated costs.

"The Treatment Cost Estimator provides Regence members with a trusted, reliable resource for seeking treatment cost information," said Dr. Jeff Sulitzer, chief dental officer. "It is through access to information that we are able to make more informed health care decisions." *continued on page 2*

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## Treatment Cost Estimator gives patients access to network average cost information

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In designing the Treatment Cost Estimator, Regence sought to make the feature valuable to as many members as possible. To determine which conditions to highlight, we evaluated the volume of claims in our system for that particular condition. To calculate the network average cost, Regence used geographic regions. Network average costs were calculated based on where residents would most likely receive care.

Using the Treatment Cost Estimator, members can access network average cost in their own geographic region for common treatments in the following categories: children's health; chronic care; dental services; ear, nose and throat; joint conditions of the hand; joint conditions of the hip; joint conditions of the knee; joint conditions of the shoulder; men's health; women's health; and mental health.

In the coming weeks, we will send you additional information about the Treatment Cost Estimator and how it can give your patients a better understanding of the costs associated with their care. For more information about the Treatment Cost Estimator, please contact your dental services representative or email us at [providerfeedback\\_wa@regence.com](mailto:providerfeedback_wa@regence.com).

## Join our online member community today

Register as a guest on [myRegence.com](http://myRegence.com). When you use the guest pass code PROVIDER, your access to the site will not expire.

## Tobacco cessation programs available to Regence members

Regence is pleased to offer several programs and resources to help our members become tobacco-free:

### PROGRAMS AND RESOURCES AVAILABLE ON MYREGENCE.COM

- The Smoke-Free program – A six-week online program that includes a weekly “to-do” list and area of focus
- My Community – Includes a topical message board giving members a support system of other Regence members who have successfully quit or are trying to quit tobacco use
- My Advisor – Features several tobacco-cessation resources, including interactive articles, medication information and more

### REGENCE HEALTH COACH<sup>SM</sup> PROGRAM

Members with access to a Regence health coach are assigned a personal coach who will help them set and meet their goals for tobacco cessation. Health coaches support members during weekly phone calls and emails.

Each enrollee receives a tobacco-cessation packet. The packet includes three kits based upon the following phases:

- Developing a plan to quit, evaluation and progress through motivational stages, interactive information and tools
- Quitting smoking, which includes an interactive booklet and journal; information on healthy eating; and how to avoid weight gain
- Measuring progress and maintenance, including information about health coaches

## Reach prospective and current patients by enhancing your profile on **myRegence.com**

In November 2008, Regence launched the Enhanced Provider Profile feature, giving participating dentists, physicians and other health care professionals the opportunity to enhance the information presented in their individual profile pages on the **myRegence.com** Provider Search tool.

Every week, thousands of Regence members use the Provider Search on **myRegence.com** to look for a dentist, physician or other health care professional. The Enhanced Provider Profile feature enables members to choose the provider that is right for them based on several criteria, including the provider's philosophy of care, practice areas of expertise, appointment availability, awards and other distinctions, and patient age and gender mix.

"It can be difficult for patients to find the dentist that will best meet their and their family's needs solely by looking at a list of names," said Dr. Jeff Sulitzer, Regence chief dental officer. "The Enhanced Provider Profile gives Regence participating dental providers a venue to communicate directly to current and prospective patients and share detailed information about their practice."

In a study conducted among Regence members, 90% indicated that information about a physician's practice was important to health care decision-making. As a result, the following benefits are available to those providers who choose to enhance their profile:

- A direct link to the provider's practice Web site can be added from the provider's individual profile on **myRegence.com**.
- Better alignment of patient needs with provider characteristics may result in improved provider-patient relationships.

- Online presence makes providers who do not already have a practice Web site more visible to the Regence member community.
- Future releases will enable members to use the **myRegence.com** Provider Search tool to sort, filter and compare dentists, physicians and other health care professionals based on data captured in the profiles.

### SUBMIT YOUR ENHANCED PROVIDER PROFILE TODAY

Regence recognizes that your time is valuable. We have taken steps to ensure that enhancing your individual profile page is quick and simple.

In order to enhance your individual profile, you must be Participating and have access to Regence Online Services for Providers. If you already have access to this free, Web-based tool, you will find information for submitting your practice information on the Regence Online Services for Providers home page. If you have not yet registered for this tool, we strongly encourage you to do so. More information about Regence Online Services for Providers is available on our *Provider Web Site*.

If you have any questions about the planned enhancement of the Provider Search feature or about updating your profile, please contact your dental services representative or email us at **providerfeedback\_wa@regence.com**.

## Information on *Form W-9* must match your Internal Revenue Service (IRS) records

To reduce the time you may spend resolving claims and/or tax issues with Regence, we have assessed the most common delays related to inaccurate tax information. Most delays were related to the submitted *Form W-9*.

Here are two tips for accurately completing your *Form W-9*:

- “Name (as shown on your income tax return)”: This name may not be your own personal name. This information must match what is shown on your income tax return.
- “Business name, if different from above”: This should be your “doing business as (DBA)” name.

When you submit a *Form W-9* to Regence, you are certifying that the name and tax identification number (TIN) provided are correct and accurately match your IRS record.

Each year, the IRS notifies Regence of provider names and TIN records that do not match IRS records. The IRS then requires Regence to submit back-up withholding letters to each of these providers.

To learn more about back-up withholding and to determine whether you are subject to back-up withholding, please refer to the IRS Web site, [www.irs.gov](http://www.irs.gov). The IRS toll-free phone number for tax questions relating to businesses is 1 (800) 829-4933. The Regence Corporate Tax department, (503) 225-4817, is also available to answer questions regarding the *Form W-9*.

## ATTN ORAL SURGERY OFFICES: The BlueCard® Program

BlueCard is a national program that enables members of a Blue Cross and/or Blue Shield Plan (Blue Plan) to obtain health care services while traveling or living in another Blue Plan's service area. The program links participating physicians, other health care professionals and facilities with independent Blue Plans across the country and around the world through a single electronic network for claims processing and reimbursement.

There are times when a procedure performed in the dental office qualifies for payment under the patient's medical coverage. Some common medical billing scenarios include sleep apnea appliances, TMD orthotics, traumatic injuries, biopsies of suspicious lesions, extraction of third molars (not a medical benefit for all Blue Plans), etc. These claims can be submitted either electronically or via a paper claim but should follow the format of any other claim that is submitted for medical benefits. Paper claims should be submitted on an original, standard CMS 1500-08/05 claim form. In order to purchase claim forms, you should contact the U.S. Government Printing Office at (202) 512-1800, local printing companies in your area and/or office supply stores.

Medical billing requires that a least one diagnosis code be indicated along with the procedure codes. Diagnosis codes are found in the latest edition of the *International Classification of Diseases and Related Health Problems (ICD)* publication. Medical procedure codes can be found in the *Current Procedural Terminology (CPT)* publication. These publications are available through the American Medical Association, [www.ama-assn.org](http://www.ama-assn.org).

All claims for medical benefits for out-of-area Blue Plan members with alpha prefixes on their member cards should be submitted to Regence, unless you are a participating provider with the member's Blue Plan. In that case the claim should be submitted directly to that Plan. BlueCard claims must include the complete member number (including the three-character alpha prefix) from the member card.

Regence will be your primary contact for BlueCard claims submission, payment, adjustments and inquiries. You can check the status of a BlueCard claim by phone. Call Regence's BlueCard Provider Customer Service at 1 (800) 206-1244.

## Regence Life & Health offers Individual dental plans

**Beginning in April 2009 the following Individual dental products are available to families and self-employed individuals. These plans allow the member to see any dentist of their choice.**

Freedom to make choices and rewards to members for taking care of themselves. That's the inspiration behind Regence Life & Health's two, new dental plans.

**Individual Dollar-Based Dental** puts the member in control of their dental health dollars. The plan is dollar-based—a unique departure from traditional procedure-based coverage. The member can spend their benefit dollars almost any way they choose, on care that's important to them and their family. Each year the member has an exam and cleaning, they are rewarded with an increase in their annual maximum the following year.

- There are no deductibles.
- There are no limitations or exclusions for covered services (orthodontia, teeth bleaching and veneers are not covered services).
- A six-month waiting period applies for all services.
- The Annual Benefit Maximum begins at \$750 and increases \$250 each year for the first four years, provided the individual has received at least one exam and cleaning in the benefit year.
- The plan covers 100% of the first \$150 of care, 80% of the next \$500 of care and 50% of remaining care until Annual Benefit Maximum is reached.
- An optional

**Individual Incentive Dental** offers immediate access to quality, affordable dental care. The plan is procedure-based, but unlike traditional dental plans the member is rewarded for receiving routine preventive care. Each year the member visits the dentist for an exam and cleaning, they are rewarded with an increase in their annual maximum the following year.

- There are no waiting periods.
- There is a \$50 deductible (exam and cleaning excluded).
- The Annual Benefit Maximum begins at \$750 and increases \$250 each year for the first four years, provided the individual has received at least one exam and cleaning in the benefit year.

- Reimbursement levels are 80% for preventive, 60% for restorative and 30% for major services to start. Coinsurance percentages will increase by 10% each year for the first three years if the individual receives at least one exam and cleaning in the benefit year.
- An optional vision rider is available (\$150 in services and/or hardware every two years).

For more information, please visit Regence Life & Health's Web site, [www.regencelife.com](http://www.regencelife.com), or call 1-888-REGENCE (734-3623).

## Regence Online Services for Providers enhancements

Regence Online Services for Providers is a free and secure online tool that allows you to quickly and easily:

- Verify patient eligibility and general benefit information
- View deductible and coinsurance maximum amounts
- Review the status of submitted claims and payment information
- View payment vouchers for specific claims
- Review and respond to Regence member feedback about their experience with you (**\*\*Available only to participating dental providers at this time**)
- Access and update your individual Enhanced Provider Profile (**\*\*Available only to participating dental providers at this time**)

### BENEFIT INFORMATION FOR YOUR ENCORE<sup>SM</sup>, EXPRESSIONS<sup>SM</sup> AND RADIANCE<sup>SM</sup> PATIENTS

We are pleased to offer our latest feature that allows you to view patients' benefit information. You can now choose to view specific benefit details, benefit summaries or a full benefit booklet in PDF format. This feature is available for your Encore, Expressions and Radiance patients.

### EXPANDED HOURS OF OPERATION

Regence Online Services for Providers is now available Monday through Friday between the hours of 6:30 a.m. and 8 p.m. The weekend hours remain the same.

## Electronic transactions resources and webinar are available to you

Regence is committed to providing you with superior claims servicing. As part of our commitment, we are pleased to offer several electronic transaction choices. If you are a dentist, other health care professional or facility, you may use electronic transactions.

### Benefits include:

- Reduced administrative costs
- Decreased data errors
- Improved cash flow by providing:
  - Expedited account reconciliations and claims processing
  - Reduced paperwork
  - Confirmation reports for submitted, received and denied claims

Several electronic transaction resources are available in the Claims and Billing section of our *Provider Web Site*, under Electronic Transactions. These resources include information about Office Ally ([www.officeally.com](http://www.officeally.com)), a full-service medical/dental claims processing company, and Availity® ([www.availity.com](http://www.availity.com)), our claims clearinghouse partner.

In addition, a 90-minute Availity 101 webinar is available for viewing on the Availity Web site. It includes an overview of Availity, the services offered, electronic transactions



## Customer Service lines open at 9 a.m. on Thursdays

Our Customer Service specialists now receive additional training each Thursday morning. Therefore, Customer Service lines now open on Thursday mornings at 9 a.m. We will continue our current hours of operation on Mondays, Tuesdays, Wednesdays and Fridays. Note: Boeing Customer Service will continue to open at 6 a.m. on Thursdays.

supported and resources available.

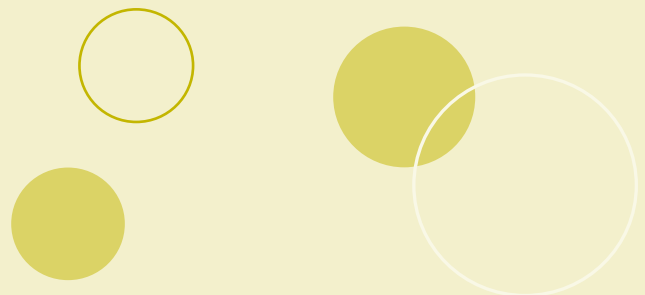
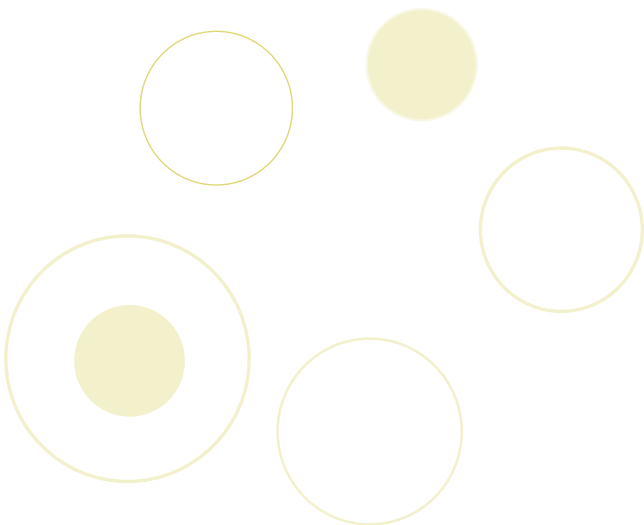
## Regence Participating Dental Reimbursement update

We annually update the Participating Dental Reimbursement schedule for an effective date of July 1. The updated schedule is mailed to all participating dental providers in June.

## New Regence MedAdvantage Provider Customer Service phone number

Effective Feb. 1, providers are required to use a new toll-free phone number for inquiries regarding their Regence MedAdvantage patients: 1 (877) 508-7362.

After this date, any provider calls received via other lines are transferred to this designated provider line and placed at the end of the queue. Our Regence MedAdvantage Provider Customer Service phone number will bypass member survey prompts and other messages.





Regence BlueShield is an Independent Licensee of the Blue Cross and Blue Shield Association

P.O. Box 21267  
Seattle, WA 98111-3267

Address Service Requested



## Contact us

### We're here for you

We are dedicated to helping you. Please see the specific contact information below. Additional contact information is available in the Contact Us section of our *Provider Web Site*.

#### Provider Customer Service

General: 1 (800) 848-5424  
BlueCard: 1 (800) 206-1244  
Federal Employee Program (FEP): 1 (800) 52-0733  
Encore, Expressions and Radiance: 1 (800) 253-0838  
**NEW** Regence MedAdvantage: 1 (877) 508-7362

Regence Life & Health (RLH) 1 (800) 286-1129, select option #3

**Note: RLH does not accept electronic claims. Claims must be submitted via paper to the following address:**

#### Regence Life & Health Insurance Company

P.O. Box 1271, MS E-3A  
Portland, OR 97207-1271

#### Provider Web Site

[www.wa.regence.com/provider](http://www.wa.regence.com/provider)

### DENTAL REPRESENTATIVES:

#### Alan Hong

(206) 332-3937

Cowlitz, Grays Harbor, Klickitat, Lewis, Mason, Pacific, Pierce, Skamania, Spokane and Wahkiakum counties, and King County cities of Auburn, Bellevue, Black Diamond, Bothell, Brier, Carnation, Clearview, Covington, Duval, Enumclaw, Fall City, Federal Way, Issaquah, Kent, Kirkland, Maple Valley, Mercer Island, Newcastle, Ravensdale, Redmond, Renton, Seahurst, Seatac, Snoqualmie, Thurston, Tukwila, Vashon and Woodinville. Seattle South Zip codes (98101, 98104).

#### Loretta Eline

(206) 464-5012

Chelan, Clallam, Columbia, Clark, Island, Jefferson, Kitsap, Kittitas, San Juan, Skagit, Snohomish, Walla Walla, Whatcom and Yakima counties, and King County cities of Ballard, Burien, Crown Hill, Des Moines, Lake Forrest Park, Georgetown, Harborview, Loyal Heights, Magnolia, Normandy Park, Queen Anne, Seward Park, Tri-Cities, University District, Wallingford, Wedgewood and West Seattle. Seattle Metro Zip codes (98102, 98103, 98105, 98106, 98107, 98108, 98109, 98112, 98114, 98115, 98116, 98117, 98118, 98119, 98121, 98122, 98124, 98125, 98126, 98133, 98136, 98144, 98146, 98148, 98154, 98155, 98166, 98168, 98177, 98178, 98185, 98188, 98195, 98198, 98199).

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