

AvMed Network NEWSBRIEF



A quarterly publication for AvMed Providers

Spring Issue - May 2015

Encourage Your Patients

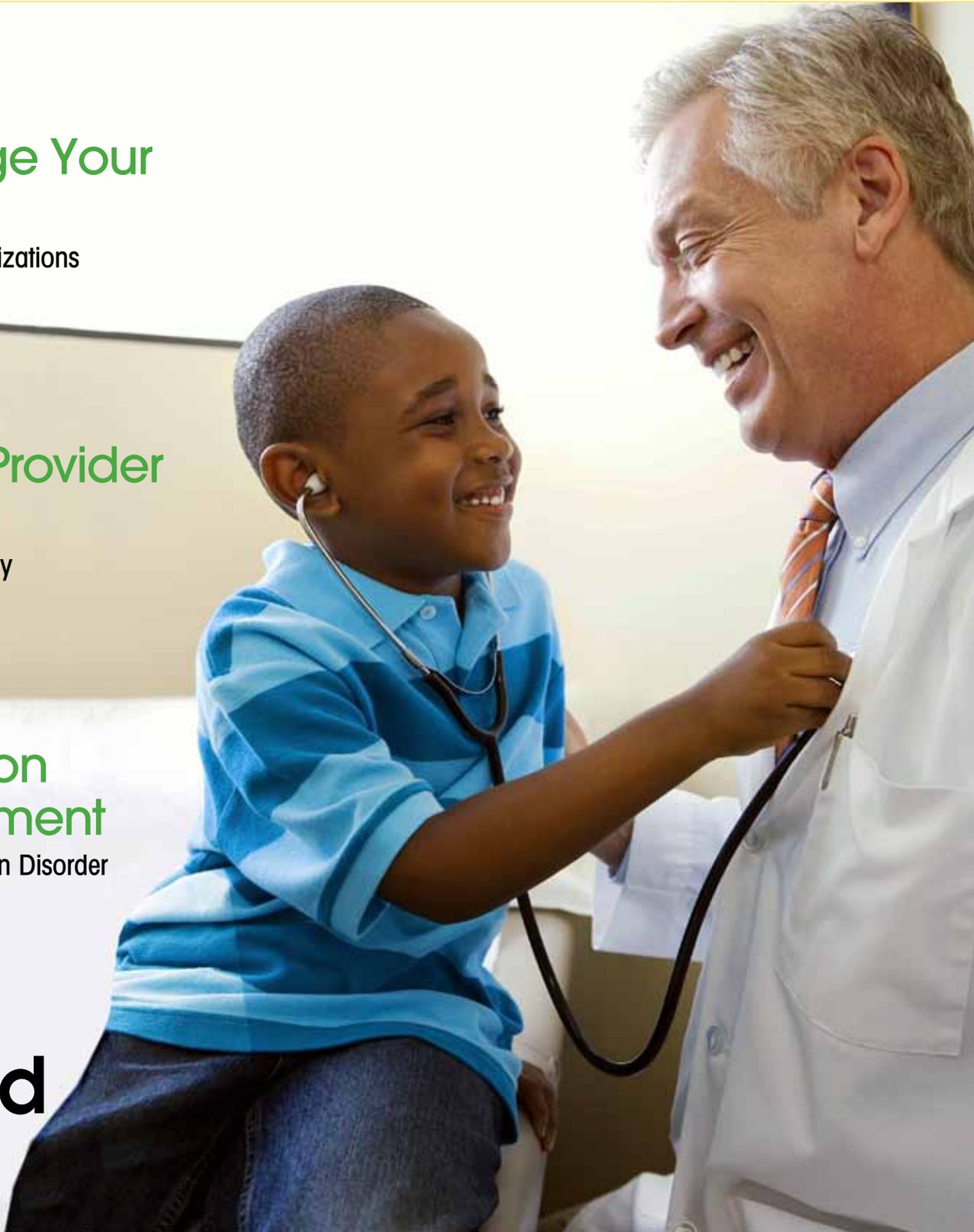
to Embrace Immunizations

Network Provider Q&A

Dr. Gregory J. Bailey

Medication Management

for Major Depression Disorder





Our Commitment To You

I'm excited to share with you that AvMed has achieved **"Highest Member Satisfaction among Commercial Health Plans in Florida, Four Years in a Row."***

We are extremely proud to have once again received this honor this year—but know a great deal of our success is attributable to you. Your invaluable loyalty, support and partnership are key factors in continued member satisfaction. For those reasons and many more, AvMed is pleased to share this prestigious award with our Provider Partners. We thank you for continuing to trust us with your patients' healthcare needs. To read our full news release, go to www.avmed.org and click on **News** at the top.



As always, should you have any questions, suggestions or concerns, please call AvMed's Provider Service Center at **1-800-452-8633** or email us at providers@avmed.org. We want to hear from you.

Thank you for helping our Members embrace better health.

Susan Knapp Pinnas
Senior Vice President
Provider Strategy & Alliances

* AvMed received the highest numerical score among commercial health plans in Florida in the proprietary J.D. Power 2012-2015 U.S. Member Health Plan StudiesSM (tied in 2014). 2015 Study based on 31,543 total member responses, measuring six plans in Florida (excludes Medicare and Medicaid). Proprietary study results are based on experiences and perceptions of members surveyed November-December 2014. Your experiences may vary. Visit jdpower.com.

NEWS YOU NEED TO KNOW

For complete details on all the current news you need to know and to download forms, please visit our website at www.avmed.org/providers/tools/references.

Updated Forms:

- HEDIS Matrix
- Hospital Resource Form
- HPN Guidelines
- Provider Interest Form

Submit New Claims to:

P.O. Box 569000
Miami, FL 33256

Claims Correspondence, Reviews and Appeals to:

P.O. Box 569004
Miami, FL 33256
Fax: 1-800-452-8633

Note: When returning forms to AvMed, please do not staple them together.

If you have members with specific language needs, please call AvMed Member Services Department at the number listed on the member ID cards.

AvMed Network NEWSBRIEF



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Commercial & Medicare

INTRODUCING CHOOSEHEALTHY®

AvMed Members now have access to a new health and wellness values program called ChooseHealthy.

The program supports AvMed's Member health and wellness-centric philosophy with a wide choice of discounted services and health improvement products.

ChooseHealthy offers up to 25% off of services from nearly 33,500 contracted chiropractors, acupuncturists, massage therapists and registered dietitians.

Members* may select from more than 12,000 fitness clubs and exercise centers offering discounted prices of at least 10% off the initiation fee and/or monthly dues.

Free trials or a free introductory session at participating fitness facilities are also available.

Members also receive discounted prices on a broad choice of health and wellness products.



To learn more or to access these services, Members may go to www.avmed.org, click on **Health & Wellness** and select **ChooseHealthy® Networks**.

* AvMed Medicare Advantage Members receive this fitness discount through a separate arrangement.

PROVIDER SERVICE CENTER: NEW HOURS

In order to deliver maximum quality service, **AvMed's Provider Service Center** is pleased to announce expanded hours of operation.

The Center is now open during lunch. Its new service hours, already in effect, are from 8:30 a.m.-5 p.m.; Monday - Friday (excluding holidays).

If you have any questions or concerns, please call the **Provider Service Center** at **1-800-452-8633**.



2015 New Plans At-A-Glance UPDATE

AvMed introduced two new plans for 2015 designed to “engage” and “empower” our Members and provider network alike.

AvMed Engage and Empower are available in South Florida (in Miami-Dade, Broward and Palm Beach counties), Orlando (in Lake-partial, Orange, Osceola, and Seminole counties), Jacksonville (in Baker, Clay, Duval, Nassau and St. Johns counties), Gainesville (in Alachua, Bradford, Columbia, Marion, Suwannee and Union counties) and Tampa (in Hillsborough, Pasco, Pinellas and Polk counties). For plan details, visit www.avmed.org or call the AvMed Provider Service Center at **1-800-452-8633**.

AvMed Engage, an HMO product, provides high-quality healthcare at an affordable price. It positions the Primary Care Physician (PCP) at the center of the Member's healthcare universe. Engage Members select a PCP to become an advocate and an advisor as you work together to embrace better health. We've built a special network of highly-respected health systems that have committed to delivering the high-quality healthcare experience our Members deserve.

AvMed Engage Highlights:

- HMO (closed-network) plans with a high-quality provider network of carefully selected physicians and facilities. Enables the PCP to become our Member's trusted advocate at the center of his/her healthcare experience.
- Members may choose from several plans with varying deductibles and low co-pays.
- PCP selection required, physician-to-physician referrals required later in 2015.
- Features AvMed CenteredCare, which leverages the PCP's unique vantage point to coordinate all aspects of our Members' care. CenteredCare is founded in the strength of the Member-physician relationship and its ability to build bridges to an entire care team, hand picked by (and for) the Member from within our provider partner network.
- No benefits outside of provider partner network.



Embrace better health.®

AvMed Empower, a Point-of-Service (POS) product, adds the flexibility and comfort of choice, along with cost incentives for making smart healthcare decisions. Through a tiered benefit design, Empower Members who are willing to pay a little more can access the full AvMed provider network, along with out-of-network options. For Members who prefer cost savings, Empower truly delivers. Empower reserves its lowest benefit cost tier as an incentive for selecting from a special network of highly-qualified hospitals and physicians.

AvMed Empower Highlights:

- POS plans with coverage across the entire AvMed network, as well as out-of-network options.
- Tiered cost structure with lowest cost tier reserved for AvMed's provider partners.
- Plans offer members the comfort of flexibility plus cost incentives to make smart health choices.
- PCP selection encouraged, but NOT required.
- One free PCP visit per calendar year (no out-of-pocket patient cost).

Verify benefits through our Provider Portal (www.avmed.org), our Provider Service Center (**1-800-452-8633**) or verify member participation by checking for “**ENGAGE**” or “**EMPOWER**” on the front of the Member ID Card.

Remember, you'll always find the most complete, current listing of participating physician, hospital and ancillary providers in Engage, Empower and other AvMed plans in our online provider directory at www.avmed.org.

Smoking Cessation

You know your smoking addiction is serious when you find yourself scrounging through the couch for extra change to buy more cigarettes. But you'd better hope some large bills are hiding in your couch. When you start adding up the cost of a week's worth of cigarettes (then a month, then a year...), you start to get the idea that your hard-earned money is, well, going up in smoke.

If your patients are smoking regularly they may be spending anywhere from \$6 - \$12 on cigarettes a day. Below is the likely average savings if a smoker can kick the habit.

- 1 day without smoking (\$6 - \$12)
- 1 week without smoking (\$42 - \$84)
- 1 month without smoking (\$186 - \$372)
- 1 year without smoking (\$2,190 - \$4,380)
- 10 years without smoking (\$28,866 - \$57,731, adjusted for inflation)
- 20 years without smoking (\$80,560 - \$161,121, adjusted for inflation)

Keep in mind that these numbers don't even factor in potential healthcare cost savings. A young smoker could feel fine now, may not have a cough, or get winded when walking up a flight of stairs. But therein lies the danger. It takes a while before the effects of smoking are really felt. By the time they are, nicotine may have them in its addictive grip.

Trying to help a patient quit smoking? Share these facts to drive the message home:

- 8 hours after quitting, carbon monoxide in blood goes down and oxygen levels go up.
- 48 hours after quitting, damaged nerve endings start to grow back and sense of smell and taste start to improve.
- 1 year after quitting, the risk of heart disease is cut in half.
- 10 years after quitting, the risk of lung cancer is cut in half.
- 15 years after quitting, your health is essentially the same as that of someone who never smoked.

AvMed's Tobacco Cessation Program on the wellness portal provides interactive help through online through classes, articles and self-management tools to support your patient's decision. The online portal provides community resources to support your patient with meetings and therapies at either a discount or no additional charge. Various name brand Nicotine Replacement Therapies (NRT) are available through ChooseHealthy®, AvMed's new health and wellness values program at a discounted cost.



Encourage Your Patients to Embrace Immunization

According to the CDC, immunization levels in the United States are high, but gaps still exist and providers are vital in increasing immunization rates among patients in their practice.

AvMed requests your collaboration in emphasizing the importance of timely vaccinations for all age groups. Encourage your patients to get fully immunized against vaccine-preventable diseases.

NCQA uses specific HEDIS® measures, including the childhood Immunization Status (CIS), Immunization for Adolescents (IMA) and Human Papilloma Virus for Female Adolescents, to evaluate AvMed's quality of care and effectiveness of immunization care.

HEDIS immunization measures are based on recommendations from the Advisory Committee for Immunization Practices (ACIP), which provides advice and guidance to the Centers for Disease Control and Prevention (CDC) regarding the most appropriate selection of vaccines and related agents for effective control of vaccine-preventable diseases in the population.

AvMed's HEDIS 2014* immunization compliance rates:

- Childhood Immunization Status (CIS): 36.74%

The CIS measure assesses the percentage of children who received all doses of the following ten immunizations by their second birthday:

- 4 diphtheria, tetanus and acellular pertussis (DTap)
- 3 H influenza B (HiB)
- 4 pneumococcal conjugate (PCV)
- 2 influenza (flu)
- 3 polio (IPV)
- 3 hepatitis B (Hep B)
- 1 hepatitis A (Hep A)
- 1 measles, mumps and rubella (MMR)
- 1 chicken pox (VZV)
- 2 or 3 rotavirus (RV)



When analyzing the individual CIS immunization rates, influenza immunization remains more than 30% lower than other individual immunizations rates. For the first influenza vaccination, the CDC recommends two doses be administered at least four weeks apart for children age 6 months to 8 years. Subsequent influenza vaccines should be given yearly.

Immunization For Adolescents (IMA): 71.39%

Assesses the percentage of adolescents who had one dose of meningococcal vaccine and one tetanus, diphtheria toxoids and acellular pertussis (Tdap) or one tetanus, diphtheria toxoids (Td) vaccine by their thirteenth birthday.

Human Papilloma Virus for Female Adolescents (HPV): 9.73%

The HPV measure assesses the percentage of female adolescents 13 years of age who had three doses of the human papillomavirus (HPV) vaccine by their thirteenth birthday.

For more information, including the latest immunization schedules, visit the CDC vaccine and immunization homepage (<http://www.cdc.gov/vaccines>).

* The rates reported are based on HEDIS 2014 that evaluated data collected during calendar year 2013.

For Members Diagnosed with Major Depression Disorder

As a requirement of the National Committee for Quality Assurance (NCQA), AvMed is required to measure and report the percentage of Members 18 years of age and older with a diagnosis of major depression, the rates of those treated with antidepressant medication, and remaining on an antidepressant medication treatment. Specific rates reported are:

- Effective Acute Phase Treatment: The percentage of members who remained on an antidepressant medication for at least 84 days (12 weeks).
- Effective Continuation Phase Treatment: The percentage of members who remained on an antidepressant medication for at least 180 days (6 months).

AvMed works closely with our contracted behavioral health partner, Psychcare, to manage Members with Major Depression Disorder (MDD). Vigilant follow-up and management of an MDD patient's condition is critical in determining if therapy and medication are beneficial. It is critical for Members diagnosed with major depression to adhere to the following treatment plans:

EFFECTIVE ACUTE PHASE TREATMENT

This treatment phase requires the patient to remain on a continuous antidepressant medication during the 12 weeks (84 days) after diagnosis and initiation of an antidepressant.

EFFECTIVE CONTINUATION PHASE TREATMENT

This treatment phase requires the patient to remain on an antidepressant for at least 180 days (6 months) after diagnosis and initiation of an antidepressant.

INITIAL PRESCRIPTION FOR ANTIDEPRESSANT MEDICATION UPDATE:

Providers can now prescribe a 90 day supply of the antidepressant medication at the initial fill. We would appreciate your assistance in reminding our Members, your patients, of the importance of appropriate medication adherence.



Chronic Obstructive Pulmonary Disease

Chronic Obstructive Pulmonary Disease (COPD) is the third leading cause of death in the United States and is more common in women than men. In 2006, COPD killed more women than breast cancer and diabetes combined. Twenty-four million Americans have COPD and half of them don't even know it. By the time a patient is diagnosed with COPD, 50% of their lung function has usually been lost.

Characteristic symptoms of COPD are chronic and progressive, and may precede the development of airflow limitation by many years. Spirometry testing offers a unique opportunity to identify smokers and others at risk for COPD early, and to intervene when the disease is not yet a major health problem.

Spirometry is a good option for early detection of patients who may have COPD. It is needed to make a confident diagnosis of COPD and to exclude other diagnoses that may present with similar symptoms. Although spirometry does not fully capture the impact of COPD on a patient's health, it remains the gold standard for diagnosing the diseases and monitoring its progression. It is the most standardized, reproducible, and objective measurement of airflow limitation available.

Other diagnostic tests to consider include: Bronchodilator reversibility testing to rule out a diagnosis of asthma; Chest X-ray to exclude alternative diagnoses and identify co-morbidities; Arterial blood gas measurement in stable patients with FEV1 <50% predicted, clinical signs suggestive of respiratory failure or right heart failure to diagnose respiratory insufficiency and carbon dioxide retention; Alpha-1 antitrypsin deficiency screening for patients of Caucasian descent who develop COPD at 45 years of age or younger, who have a strong family history of the disease.

Smoking cessation is the single most effective – and cost-effective – intervention to reduce the risk of developing COPD and slow its progression. Reduction in total personal exposure to tobacco smoke, occupational dust and chemicals, and indoor and outdoor air pollutants, are important goals to prevent the onset and progression of COPD.

For more information on COPD, visit www.copdfoundation.org.



- Half of people who have COPD don't know it and remain undiagnosed (12 million)
- COPD takes one life every four minutes
- COPD is the only leading cause of death that is increasing in prevalence
- COPD accounts for more than \$40 billion in total healthcare costs to the nation.

Formulary Update

Medications Added to the Formulary:

- Cerdelga (eliglustat) for Gaucher's disease
- Harvoni (ledipasvir/sofosbuvir) for Hepatitis C
- Invokamet (canagliflozin/metformin) for type 2 diabetes
- Sivextro (tedizolid) for skin/structure infections
- Striverdi Respimat (olodaterol) for COPD
- Xigduo XR (dapagliflozin/metformin) for type 2 diabetes
- Zydelig (idelalisib) for CLL/NHL

New Generics:

- entecavir (Baraclude) for Hepatitis B
- olopatadine (Patanase) for allergic rhinitis
- potassium citrate (Urocit-K) for hypocitraturia
- sirolimus (Rapamune) for kidney transplant rejection prophylaxis

Prior Authorization Additions:

- Cyramza
- Entyvio
- Zykadia
- Harvoni
- Sylvant

See latest formulary list on our website for co-pay levels and other pertinent pharmacy benefit information.

* The rates reported are based on HEDIS 2013 that evaluated data collected during calendar year 2012

SAVE TIME AND MONEY

ELECTRONIC CLAIMS SUBMISSION & REAL-TIME ELIGIBILITY VERIFICATION

Submitting claims and requesting eligibility verification electronically from AvMed is referred to as Electronic Data Interchange (EDI).

Prevent the hassle of multiple downloads and get data from all EOPs on one easy to view page. **Just log in and click "Download to EDI 835"** to instantly view all data from checks tied to your Provider ID.

When you utilize EDI, there will be no more waiting on the telephone! You will receive real-time instant information.

If your clearinghouse is not listed below, please contact them to prearrange submitting EDI to AvMed.

Availity LLC*

1-800-282-4548 www.availity.com

Capario

1-800-586-6870 www.capario.com

eHDL

1-954-331-6500 www.ehdl.com

Emdeon

1-877-363-3666 www.emdeon.com

OptumInsight*

1-800-341-6141 www.enshealth.com

RelayHealth*

1-866-735-2963 www.relayhealth.com

* Real time eligibility available on AvMed's website

ICD-10 UPDATE

On April 1, 2014, President Obama signed a bill postponing the transition to the International Classification of Diseases, 10th Revision (ICD-10) set of diagnostic codes for a year or longer.

Mandatory compliance will not be in effect any sooner than October 1, 2015.

Revised CMS ICD-10 compliance guidelines have not yet been published, but when they do, AvMed will adhere to all guidelines published by CMS.

Due to the fluidity of the ICD-10 implementation, we recommend using the following helpful resources for information and updates:

CMS

<http://www.cms.gov/medicare/coding/icd10/providerresources.html>

WHO

<http://apps.who.int/classifications/apps/icd/icd10training/>

ICD-10 Inquiries may be sent to icd10provider@avmed.org.

IVR UPDATE

- 1 Call **1-800-816-5465**
- 2 Enter Your Provider Tax ID or NPI #
- 3 24/7 Access to:
 - Authorizations
 - Member Eligibility

Providers no longer need their Provider ID and PIN # to log in to AvMed's automated Link Line. Just call and enter your provider Tax ID or NPI# to access instant authorizations, member eligibility and claim status.

FEATURED NETWORK PROVIDER:

Dr. Gregory J. Bailey

AvMed's provider network consists of more than 35,000 individual providers, group practices, hospitals and facilities throughout the state of Florida. The network consistently earns high ratings among satisfied members and physicians alike. AvMed salutes the dedication of each and every one of our valued network partners.

Name:

Gregory J. Bailey

Physician Type:

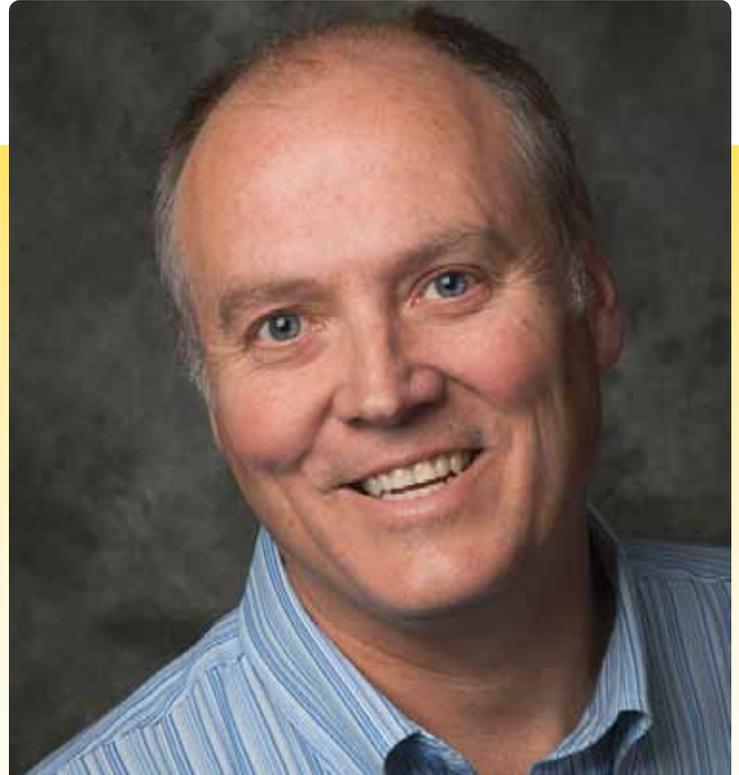
Urogynecology, Gynecology

Practice:

**Women's Pelvic Health
6440 West Newberry Rd.
Gainesville, FL**

AvMed Provider Since:

2001



Dr. Bailey is favored by AvMed staff and members for his positive personality and terrific office staff. As are our other featured physicians, he is a top AvMed performer and longtime AvMed partner.

Q: What do you think differentiates AvMed from other health plans?

A: AvMed has outstanding support for patients as well as meeting the needs of physicians and staff.

Q: What do you currently consider the greatest challenge in medicine or to your area of practice?

A: Changing the assumption that bladder control is part of aging and not something that is treatable.

Q: Tell us something that most patients don't know about you.

A: I was a University of Nebraska mascot.



9400 S. Dadeland Blvd.
Miami, FL 33156



We welcome your feedback.

We are committed to having the best provider network available and encourage you to give us your feedback and suggestions. Let us know about your experiences with quality improvement studies, practice guidelines or any other AvMed practice or interaction.

We are always looking for more efficient, effective and above all, quality-driven ways to service our providers, practitioners and members.

If you would like to participate more directly in our Quality Improvement Program or would like information about the program, including progress toward our goals, email us at providers@avmed.org or call the Provider Service Center at 1-800-452-8633, Monday-Friday, 8:30 a.m. - 5:00 p.m., excluding holidays.

You may write us at:
AvMed
Public Relations Department
9400 S. Dadeland Boulevard
Miami, FL 33156

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AVMED'S WEBSITE: www.avmed.org

ONLINE PROVIDER SERVICES:

Claims Inquiry, Member Eligibility, Referral Inquiry, Provider Directory, Physician Reference Guide, Clinical Guidelines, Preferred Drug List

Please note our email address: providers@avmed.org

Use our centralized toll-free number to reach several key departments at AvMed.

PROVIDER SERVICE CENTER

1-800-452-8633

- AvMed Link Line, press one (1). Use this option to verify member eligibility and limited benefit information, or confirm and request authorizations.
- Claims Service Department, press two (2). Use this option to verify status of claims payment, reviews and appeals.
- Provider Service Center, press three (3). Use this option for questions about

policies and procedures, to report or request a change in your panel status, address/phone, covering physicians, hospital privileges, tax ID and licensure, or any other service issue.

- Clinical Pharmacy Management, press four (4).

PRE-AUTHORIZATION LINK LINE

1-800-816-5465

AUDIT SERVICES AND INVESTIGATIONS UNIT

1-877-286-3889

(To refer suspect issues, anonymously if preferred)

CARE MANAGEMENT

1-800-972-8633

CLINICAL COORDINATION

1-888-372-8633

(For authorizations that originate in the ER or direct admits from the doctor's office)