

## Blue Care Network – Focusing on preventive care

Our role as an HMO is to partner with you to provide the best care for our members – your patients. Preventive services and tests are important because they can provide early detection of disease when treatment is more effective. And, when treating disease or a chronic condition, following accepted clinical standards helps provide consistent care.

The Healthcare Effectiveness Data and Information Set® measures how closely physicians follow nationally recognized standards of care for preventive and chronic conditions.

Each year, Blue Care Network analyzes our HEDIS data to see how well our network physicians provide preventive care to our members. Our 2014 results show we made significant improvement in certain areas, such as weight assessment and counseling for nutrition, follow-up after hospitalization (seven day) and follow-up for children with ADHD (both initiation and continuation phase). These results are a reflection of your efforts, and for that we thank you.

However, our 2014 data also noted areas where we need significant improvement:

- Comprehensive diabetic care – Nephropathy monitoring
- Antidepressant medication management – Acute phase
- Antidepressant medication management – Continuation phase
- Advising smokers to quit

HEDIS® is a registered trademark of the National Committee for Quality Assurance.



**Blue Care  
Network  
of Michigan**

A nonprofit corporation and independent licensee  
of the Blue Cross and Blue Shield Association

We involve network physicians in discussing these areas of clinical care through several committees, including BCN's Medical Leadership Advisory Council. When you see your patients, we hope you'll join us in addressing these areas so together we can improve patient care.

Primary care physicians can check HEDIS results for their individual practices on BCN Health e-Blue<sup>SM</sup> in the treatment opportunities reports. The data give you an opportunity to see where there are gaps in care and help you identify how you can provide better services to your patients.

In this issue, Dr. Paul Minnick shares how he closed diagnosis gaps for his Medicare patients.

Please share this publication with members of your office staff who work with BCN patients. And be sure to let your BCN provider consultant know if there's something more we can do to help you as you care for your patients – our members.

Your partners in care,

Marc D. Keshishian, M.D.  
*Senior Vice President and  
Chief Medical Officer*

Alison Pollard  
*Vice President, Provider Affairs*



**Medical Leadership Advisory Council met in  
October 2014 with BCN medical directors.  
See page 2 for list of MLAC committee members.**

# Tools to help you care for your Blue Care Network patients

## BCN Provider News

Sign up to receive the latest BCN news by email and view current and past newsletters at [bcbsm.com/bcn-provider-news](http://bcbsm.com/bcn-provider-news).

Tip: If you miss an issue, check your Junk or Spam email folder and mark our email as Not Spam or add us to your Safe Senders List.

## bcbsm.com

BCN's website has a wealth of information including: provider enrollment and change forms, all the pharmacy information you need, a Contact Us section, and access to Provider Secured Services.

### Medical Leadership Advisory Council committee members pictured at the Oct. 7, 2014 meeting (Photo on front page)

#### Front row:

William Beecroft, M.D.; Donald Beam, M.D.; Gina Buccalo, M.D.; Kimberly Johnson, M.D.; Dhiraj Bedi, D.O.; Felicia Williams, M.D.; Denice Logan, D.O.; Alison Pollard; Robert Goodman, D.O.

#### Second row:

Kevin Bohnsack, M.D.; B.P. Rajesh, M.D.; Roger Annis, M.D.; Lynn van Wagnen, M.D.; Steven Bernstein, M.D.; Hashim Yar, M.D.; Marc Keshishian, M.D.; Vinay Duggal, M.D.; Jerome Frankel, D.O.

#### Back row

Bruce Muma, M.D.; James Martin, D.O.; Patrick Botz, D.O.; Duane DiFranco, M.D.; Ralph Hodges, M.D.; Harry Doerr, M.D.; Randall Bickle, D.O.

#### Not pictured:

Robert Breakey, M.D.; Kim Coleman, M.D.; Lawrence Cowsill, D.O.; Gary Falkenberg, D.O.; Yon Graham, M.D.; Ali Harb, M.D.; Mark Henry, M.D.; Robert Jackson, M.D.; Ross Morell, D.O.; Raghuram Sarvepalli, M.D.; David J. Smith, M.D.

## Provider Secured Services

Register for Provider Secured Services at [bcbsm.com/providers](http://bcbsm.com/providers) by clicking on *Provider Secured Services*. You can access:

- **Web-DENIS**

BCN's secure electronic inquiry tool lets you check member eligibility and benefits and the status of claims. Breaking news is posted on the home page.

- **BCN Provider Publications and Resources**

A comprehensive secure website for BCN providers includes the *BCN Provider Manual*, billing information and instructions, medical policies, clinical practice guidelines, care management and referral information, and more.

- **e-referral**

Log in to BCN's electronic referral tool to submit referrals to BCN or receive notification of referrals made to you. You can also link to BCN's e-referral website for the information you need to manage BCN member care or navigate directly to the e-referral site at [ereferrals.bcbsm.com](http://ereferrals.bcbsm.com). To sign up for the secure referral tool, click on *Sign Up* or *Change a User*.

- **BCN Health e-Blue<sup>SM</sup>**

BCN's secure electronic clinical support tool is available to primary care physicians and medical care group administrators. Here you'll find reports on quality, utilization and pharmacy along with patient care reports on service episodes, treatment opportunities, the *Blue Care Network Qualification Form* for Healthy Blue Living<sup>SM</sup> and much more.

## Help is available

Use the *BCN Provider Resource Guide* to locate the BCN help you need. Go to [ereferrals.bcbsm.com](http://ereferrals.bcbsm.com) and click on *Quick Guides*. Here are some phone numbers you should keep handy:

- For most questions about coverage, claims, or primary care physician assignment, call BCN Provider Inquiry at one of the following numbers.

Product	Medical	Behavioral health
Commercial HMO	1-800-255-1690	1-800-482-5982
BCN Advantage	1-800-255-1690	1-800-431-1059

- For technical support with BCN systems, call the Web Support Help Desk at 1-877-258-3932.
- For enrollment, contracting or issues not resolved elsewhere, call your provider consultant. You can find your provider consultant at [bcbsm.com/providers](http://bcbsm.com/providers) by clicking on Contact Us in the upper right section of the page.

## Best Practices:

# A focus on patient care and quality time with patients helps one physician close gaps in care

Medicare Advantage patients who have ongoing conditions need to be seen in face-to-face visits at least once a year. With health care reform, physicians are required to provide the same face-to-face care with individual and small group patients. The requirements on physicians can be daunting, but at least one doctor says it leads to better patient care.

Dr. Paul Minnick, who practices in Saint Johns, has been successful closing his diagnosis gaps for all of his BCN Advantage<sup>SM</sup> patients by using electronic medical records and staying focused on patient care.

“We use Health e-Blue to see the gaps that Blue Care Network has identified for patients,” says Dr. Minnick. “Depending on what the condition is, the medical assistant makes sure an appointment is scheduled. It’s just teamwork. When I see the patient, it comes up as I open the chart.”

Dr. Minnick says there’s no special system in place for checking patients with chronic conditions. Because all conditions are listed on the electronic medical record, things may get flagged to check during a visit, even if the patient comes in for a reason not related to their condition. The office also places phone calls and mails letters to patients who need an annual visit to assess ongoing conditions.

Doctors also learn to multi-task during patient visits. “You have to document everything on the medical record,” says Dr. Minnick. “It would be nice to have a patient come in for one issue at a time. But, we find ways to have conversations with patients and fold it all in. When you look at their chart, you get a glimpse of what the issues are. Then you can go through all the items in a systematic way,” he says.

Time is the biggest challenge when it comes to treating patients with chronic conditions and making sure their conditions are assessed and treated each year. “It’s time-

consuming,” says Dr. Minnick. “But you just work through it. The medical assistant checks my notes to make sure the documentation is there. Communication between the physician and medical assistant is important.”

Documenting conditions and treatment before the visit is over is critical, rather than trying to reconstruct a visit after the patient is gone. “My documentation is largely done on the electronic medical record by the time I’ve left the room,” Dr. Minnick says.

Dr. Minnick’s advice to other doctors is to “button down and get it down. It’s a lot of work, especially with all the demands being made on doctors.” Ultimately, he notes, focusing on preventive care, making sure treatment gaps are closed and following HEDIS standards helps doctors become a lot more specific in their care.



**Dr. Minnick**

You can read about other best practices at [bcbsm.com/bcn-best-practices](http://bcbsm.com/bcn-best-practices).

## BCN Partners in Care

### EDITOR

Cindy Palese  
[bcnprovidernews@bcbsm.com](mailto:bcnprovidernews@bcbsm.com)

### PROVIDER COMMUNICATIONS

Catherine Vera-Burgos, *manager*  
Elizabeth Donoghue Colvin  
Jennifer Fry  
Tracy Petipren

### MARKET COMMUNICATIONS PUBLICATIONS

Cathy Rauckis, *graphic designer*



Blue Care Network of Michigan — Mail Code 302 CP  
P.O. Box 5043  
Southfield, MI 48086-5043

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
BLUE CROSS  
BLUE SHIELD  
OF MICHIGAN

## Does everyone in your office read *BCN Provider News*?

In addition to articles on BCN's products and network, there are special sections with articles on:

- Patient care
- Billing
- Referrals
- Pharmacy
- Quality
- Behavioral health
- BCN Advantage (Medicare)
- Blue Cross Complete (Medicaid)

## Subscribe now

Go to [bcbsm.com/bcn-provider-news](http://bcbsm.com/bcn-provider-news) and click on *Subscribe* to receive an email notification when each issue of *BCN Provider News* is available. When you select *BCN Provider News*, you can choose a topic. Your email will contain headlines of interest to you. If you do not have Internet access or need assistance, please contact your provider consultant.

Blue Cross Blue Shield of Michigan and Blue Care Network maintain [bcbsm.com](http://bcbsm.com) and the [unadvertisedbrand.com](http://unadvertisedbrand.com).

No portion of this publication may be copied without the express written permission of Blue Care Network of Michigan, except that BCN-participating health care providers may make copies for their personal use. In no event may any portion of this publication be copied or reprinted and used for commercial purposes by any party other than BCN.

R035523