

NEWS

dental care

Share the "News" with your office!

Please read, check your box, and pass it on!

- Doctor
- Receptionist
- Office Manager
- Biller
- Hygienist

BCBSM announces benefit changes

Dental coverage now includes oral brush biopsy, D7288

Early detection of oral cancer can dramatically improve survival rates. That's why BCBSM is enhancing its dental certificates to include coverage for the oral brush biopsy procedure to help

detect oralpharyngeal cancer. This benefit is available retroactive to Jan. 1, 2005.

The oral brush biopsy procedure is a Class II service and a copayment applies. The benefit is payable two times per benefit year. Dentists should bill CDT-2005 procedure code D7288, brush biopsy — transepithelial sample collection, for collection of oral disaggregated transepithelial cells via rotational brushing of the oral mucosa.

Early detection of oral precancerous and cancerous lesions has proven difficult, as evidenced by the poor survival rate of patients who have this disease, and the fact that 50 percent of the patients have regional or distant metastases at the time of diagnosis. The oral brush biopsy has proven to be useful along with an oral examination to detect precancerous and cancerous oral lesions. The American Dental

Association recommends that the biopsy be performed during an oral examination to detect oral lesions whose clinical appearance is often identical to common, routinely encountered lesions. It should be emphasized that the oral brush biopsy does not substitute for a scalpel biopsy. Rather, it identifies oral lesions that require histological evaluation.

Please resubmit claims for brush biopsy services performed since Jan. 1, 2005 that were not paid. Be sure to reimburse patients who paid you for this service.

Antimicrobial agents, D4381, now covered

BCBSM now covers CDT-2005 procedure code D4381, localized delivery of antimicrobial agents via a controlled release vehicle into diseased crevicular tissue.

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

Internet Claim Submission Tool on the way

In our ongoing efforts to simplify doing business with us, Blue Cross Blue Shield of Michigan is pleased to announce the launch of our Internet Claim Submission Tool.

This tool is intended to provide free electronic claim submission capability for providers who currently depend on paper claim submission. Electronic claims offer an efficient, cost effective means to submit claims. Benefits

include fewer payment delays due to the significant reduction in claim corrections, and faster turnaround time from submission to payment.

Initially, our tool will support all professional claims, including vision and hearing. This phase will be followed shortly by the ability to process facility and dental claims.

Please watch for further details in future issues of *Dental Care News*.

Look for new information on your dental vouchers

You may have noticed a change to your BCBSM dental check and nonpayment vouchers. We've revised the contract number field on the voucher to report the 'submitted' and the 'assigned' contract numbers.

The submitted contract is the number you billed to us. The assigned contract is the number that is currently active for our member. In some situations, the numbers in both fields will be the same.

Blue Cross Blue Shield of Michigan		DENTAL PAYMENT VOUCHER		9192280	
ASSIGNED CONTRACT NO.	123456789	RECIPIENT NAME	CUSTOMER, JOE **		
SUBMITTED CONTRACT NO.	123456789				
DOCUMENT NO.	53319513622				14
032905	D1203 00	3400	3400	2400	100 F 990
032905	D0150 00	5700	5700		100 F 050
032905	D1120 00	4100	4100		100 F 050
					07 20 05....
CUSTOMER, JOE 555 MONTMORE, DR CITYVILLE MI 48888					

If the member has been assigned a new non-Social Security, randomly assigned number and you bill with the SSN, we will report both numbers back to you. However, the new contract number — the RAN — will be reported in the 'assigned contract' field and serves to remind you that this is the member's active contract number.

Blue Cross Blue Shield of Michigan		DENTAL PAYMENT VOUCHER		9192280	
ASSIGNED CONTRACT NO.	899999999	RECIPIENT NAME	CUSTOMER, JOE **		
SUBMITTED CONTRACT NO.	123456789				
DOCUMENT NO.	53319513622				14
032905	D1203 00	3400	3400	2400	100 F 990
032905	D0150 00	5700	5700		100 F 050
032905	D1120 00	4100	4100		100 F 050
					07 20 05....
CUSTOMER, JOE 555 MONTMORE, DR CITYVILLE MI 48888					

Use the 'assigned' contract number when billing your electronic and paper dental claims. This is the number that appears on the member's most current BCBSM ID card.

With recent changes to the laws protecting the member's SSN, it's important for you to bill with the new contract number when available. Ask members if they have received a new BCBSM ID card each time they are in your office. While we accept the SSN at this time, you can protect the member's privacy by not billing with the SSN once the member has been given a new contract number.

Please use the new RAN to bill dental services to BCBSM, regardless of the date of service.

If you have any questions, contact Provider Inquiry.

BENEFIT CHANGES continued from page 1

The devices are inserted into periodontal pockets to suppress pathogenic microbiota, slowly releasing pharmacological agents.

Payment limitations are once per tooth and up to three per quadrant, for a maximum of 12 teeth per year. The procedure must be accompanied by either root planing and scaling (D4341 or D4342) or periodontal maintenance (D4910). Treatment is intended for pockets greater than 5 mm in depth, especially for those pockets that have not resolved through normal therapy.

Coverage for D4381 is retroactive to Jan. 1, 2005 and applies to all groups **except** Ford Motor Company. Please resubmit claims that have not been paid for antimicrobial services performed since Jan. 1.

D4910, periodontal maintenance, to be a Class II procedure in 2006

Effective Jan. 1, 2006, BCBSM will pay D4910, periodontal maintenance, as a Class II benefit. This means that periodontal services will be subject to copayments as determined by the member's specific group. As a reminder, in order for D4910 to be covered for patients who only have dental implants, the member must have implant placement coverage with BCBSM.

We suggest that you call CAREN+ at 1-800-482-4047 to verify your patient's Class II copayment after Jan. 1, 2006.

Marquette, Port Huron, Saginaw

BCBSM sets 3 more provider outreach information fairs

*"On the road again, Just can't wait to get on the road again,
The life I love is makin' music with my friends, And I can't wait to get on the road again."*

– Willie Nelson, "On the Road Again"

Following loosely in Willie Nelson's lyrics, BCBSM is taking its provider outreach information show "on the road again." We've lined up three more provider outreach information fairs for October in Marquette, Port Huron and Saginaw. Our get-togethers in July with health care providers in Southfield, Lansing and Grand Rapids were a smashing success, and we want to give dental, facility and professional providers another chance to "meet and eat" with us.

You're invited to join us Oct. 21 in Marquette, Oct. 25 in Port Huron and Oct. 26 in Saginaw for these free fairs. It's a great way for you to informally discuss web-DENIS, filing electronic claims, provider training or anything else on your mind about the Blues with BCBSM representatives from these areas:

- web-DENIS
- EDI
- Provider Communications and Training
- Provider Consulting Services
- Dental Program Administration

You will also get the chance to find out more about the National Provider Identifier project and our new health care product, Medicare PLUS BlueSM.

Based on feedback from the earlier fairs, we also will run presentations every two hours at each fair, starting in the morning. These presentations will give you an introduction to the areas represented at the fair.

As a bonus, we'll also have massage therapists available to help take away some of your stress.

We believe these outreach efforts will help make it easier for you to get answers to your questions, and in the process, give us a chance to interact with you. In turn, the fairs are our way to show how much we value your partnership with us.

The information fairs will run from 8 a.m. to 2 p.m. each day. Mark your calendars for these dates and locations:

Day	Location
Oct. 21	Holiday Inn of Marquette 1951 U.S. 41 West Marquette, MI 49855 (906) 225-1351
Oct. 25	Thomas Edison Inn 500 Thomas Edison Pkwy. Port Huron, MI 48060 (810) 984-8000
Oct. 26	Howard Johnson Plaza Hotel 400 Johnson St. Saginaw, MI 48607 (989) 753-6608

Refreshments will be served. Please call the hotel for driving directions.

Though this is an informal get-together, we are requesting that you complete and fax us the reservation form on the other side. This will help us to make sure you receive the proper attention at the fair.

Please fax your registration to BCBSM Provider Communications and Training at (313) 225-9250. Your reservation will be considered as accepted after we receive it. No confirmation letter will be sent to you.

We look forward to seeing you at the fair. But if you're unable to attend, you can always contact your BCBSM dental field consultant for assistance at the appropriate telephone number listed under the "Contact Us" link on the Provider tab at www.bcbsm.com. Our field consultants work actively to increase provider satisfaction by building meaningful relationships through enhanced visibility, communication and consultative services.

For more information, please contact Wanza Martin, BCBSM Provider Communications and Training, at (313) 983-2516.

Provider Outreach Information Fair Reservation Form

Please print or type the entire form and fax it to BCBSM Provider Communications and Education at (313) 225-9250.

Provider Name _____

Office, Facility or Department _____

Street Address _____ City _____ State _____ ZIP code _____

Phone number () _____ Fax number () _____

Name(s) of attendees: _____

Fair you will attend:

Oct. 21, Marquette

Oct. 25, Port Huron

Oct. 26, Saginaw

Please check the time(s)* you want to attend:

8 – 9 a.m.

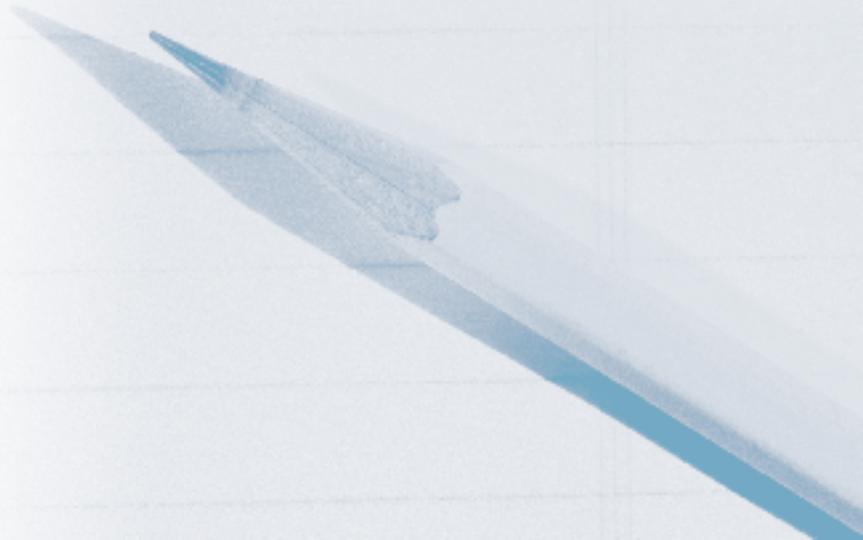
9 – 10 a.m.

10 – 11 a.m.

11 – noon

1 – 2 p.m.

* Even though you plan to attend the fair during this time, please stay as long as you wish.



“After Call Survey” tells us what you think

Blue Cross Blue Cross Blue Shield of Michigan wants to find ways to serve you better. To that end, Provider Inquiry Operations has implemented an “After Call Survey.” This process gives dental offices the opportunity to rate their experiences with our customer service representatives.

In July 2005, 120 callers to Provider Inquiry agreed to take the automated survey. Survey questions and caller responses appear below:

	Very satisfied	Somewhat satisfied	No opinion	Somewhat dissatisfied	Very dissatisfied
What was your overall satisfaction with today's customer service?	75%	19%	2.5%	2.5%	1%
How satisfied were you with the representative's ability to respond to your questions or concerns?	85.5%	12.5%	2%	0%	0%
How satisfied were you with the professionalism of your representative today?	87%	11%	0%	2%	0%

After answering the three automated questions, callers were given the opportunity to leave messages and comments.

Provider Inquiry Operations will continue to compile survey results and use the information to guide future policy decisions. We thank those who take time to answer the survey questions. We appreciate your feedback.

BCBSM encourages dental care with letters, coupons

Blue Cross Blue Shield of Michigan has launched a campaign to educate members about the connection between good dental health and overall health.

First, we're informing members who suffer from diabetes and ischemic heart disease about recent research showing that these conditions seem to accelerate the progress of periodontal disease. To encourage regular visits to their dentists, we're providing coupons for free cleanings. The coupon will include instructions for you on how to submit a claim for this “extra” cleaning.

Next, we're sending letters to members who have children turning three years old. The letters encourage them to schedule dental appointments for their children.

We hope our efforts will promote visits to the dentist by making the dental connection to good health.

BCN Medicare Advantage product covers basic dental services

Blue Care Network received a letter of initial approval from the Centers for Medicare and Medicaid Services to develop a Medicare Advantage product.

The plan, called BCN Advantage, includes BCBSM basic preventive dental coverage when provided by a DenteMax network dentist. Dental benefits include:

- Oral exams up to one visit every year (no copayment)
- Cleanings up to one visit every year (no copayment)
- Dental X-rays up to one visit every two years (copayments apply)

This Medicare Advantage product will serve 18 counties, all located in the lower third of the state: Calhoun, Clinton, Eaton, Genesee, Ingham, Jackson, Kalamazoo, Kent, Lapeer, Livingston, Macomb, Muskegon, Oakland, Ottawa, Saginaw, Shiawassee, Washtenaw and Wayne.

Medicare Advantage coverage is effective Jan. 1, 2006, pending government approval. If you have any questions regarding BCN Advantage, please contact Blue Care Network at 1-800-450-3680.

Continuing education seminar

Tuesday, Nov. 15, 2005

Topics: "Assessing Anesthetic Options for Non-Surgical Periodontal Therapy"

Speaker: Doreen B. Smeltzer, RDH, MA Ed
Clinical Educator, Central Region
DENTSPLY Pharmaceutical

"Detection of Oral Precancer and Early Stage Oral Cancer Using the Oral Brush Biopsy"

Speaker: Randy L. Bird, BS, Clinical Education Manager
CDx Laboratories

Time: Registration – 12:30 p.m.
Program – 1 to 5 p.m.

Location: Blue Cross Blue Shield of Michigan Steketee Building
86 Monroe Center, N.W.
Grand Rapids, MI 49503

To register for the above program, call BCBSM's department of Health Care Education hot line at 1-800-921-8980.

BCBSM is approved by the Academy of General Dentistry as a provider of continuing dental education. Our AGD sponsor # is 209448.

Do not bill BCBSM with National Provider Identifier

We'd like to remind you that if you receive a National Provider Identifier from the federal government, please do not report it on dental claims submitted to BCBSM until otherwise notified. Continue to report your tax identification and license numbers.

Please look to future issues of *Dental Care News* for updates on when to begin using the NPI.

MDA performs peer review for its members

Blue Cross Blue Shield of Michigan takes seriously its commitment to ensure quality care for all of its members. As a service to BCBSM members, the Michigan Dental Association has agreed to perform peer review services for MDA member dentists to resolve appeal disputes with BCBSM.

As part of this agreement, the MDA will, upon request, review complaints by BCBSM members regarding quality of treatment delivered by their dentists. If the MDA finds a treatment to be faulty or unsatisfactory, a refund of monies paid for the treatment may be requested from the treating dentist.

Money will be refunded to BCBSM, as administrator of the dental plan, and credited toward the group's account. The provider will refund any member copayments or deductibles to the member.

BCBSM will pay for replacement services on behalf of the account, regardless of the benefit year of the original treatment.

To receive payment for the new treatment, the new dental care provider submits the claim to a special mail code. These claims require special handling to ensure the member's current year benefit maximums are not impacted. The member is responsible for any applicable copayments or deductibles.

Inci-dental-ly...

It's easy to order the *Guide for Dental Care Providers* or to be put on our mailing list for *Dental Care News*. On your office letterhead, tell us how many CD-ROM provider manuals or newsletters you need.

Have you moved to a new office? Just give us your name and new address, along with the old address.

Please fax this information to our database administrator at:
(313) 225-7709

Or mail it to:

Database Administrator,
Provider Communications —
Mail Code J523
Blue Cross Blue Shield of Michigan
600 E. Lafayette Blvd.
Detroit, MI 48226-2998

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