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**Dedicated to helping
physicians optimize
health care outcomes
and patient satisfaction**

Congratulations JPA Blue Reward\$® Rx Incentive Winners

The following physicians were each awarded \$1,000 from BCN for their Blue Reward\$® Rx Incentive tied to prescribing Prilosec OTC. Congratulations!

Dr. Eric Trimas
Dr. Gary Lynd
Dr. Michael Burgess
Dr. Ray King



Between March 1, 2004 and May 31, 2004 Blue Care Network introduced its Blue Reward\$® Program. The physician incentive program awarded cash incentives to those who increased prescriptions of Prilosec OTC in place of other more costly proton pump inhibitors (PPI). These physicians provided significant cost savings to their patients without compromising patient care and, moreover, provided additional patient benefits such as larger quantity size and (prescription strength) over-the-counter products that are covered by a prescription plan or a BCN generic co-pay. We will be updating you soon on BCN's next Blue Reward\$® Program.

Special Thanks To Our Corporate Sponsors

JPA extends its sincere gratitude to **Jameson-Allen Agency** and **AP Capital Assurance** for their generous donation to support the JPA Regulatory Task Force. Their commitment to the health of the Greater Jackson community will assist in covering the costs for research, supplies and speakers. The Regulatory Compliance Task Force will be providing seminars to keep practices up-to-date on regulatory information, best practices and compliance implementation strategy. If you have any questions about this group please contact Cheryl Meschke at (517) 817-2140.

EMR Update Coming

JPA administrators are currently conducting on-site evaluations in medical offices that are currently using the EMR software that JPA is considering for a centralized EMR and practice management system. Upon completion of this investigation, all JPA practices will receive a document that thoroughly reviews the status of JPA's EMR project. If you have any questions please contact Cheryl at (517) 817-2140.



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Inside this Issue:

Preferred Choices PPO Offers "On-line" Training	2
BCN News: E-referrals	2
BCN News: Health e-Blue	2
No Grace Period for 2005 ICD-9/CPT Codes	3
Open Enrollment Season	3
McKesson's Drastic Fall Price Reductions	3
In the Door	3
Looking for Your Ideas	3
Congratulations Incentive Winners	4
Special Thanks for Corporate Support	4
EMR Update Coming	4

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Are You Ready? Flu Season Is Around the Corner

Since October and November are the optimal months for people to receive the influenza vaccine, now is the time to post office signage informing your patients about the availability of the vaccine and the vaccination schedule for your practice. Health officials recommend that those who are at risk for developing serious complications from the flu be vaccinated. These include:

- Persons 50 years and older;
- All children 6-23 months;
- Everyone 6 months and older with a chronic disease of the heart, lung, liver or kidneys, and diabetes;
- Persons with impaired immune systems — those with HIV, leukemia or lymphoma, people undergoing chemotherapy or radiation treatment for cancer, and organ transplant recipients;
- Women in their second or third trimester of pregnancy; and
- All caregivers, health care providers, and household contacts of high-risk individuals.

Office signage or postings should include the vaccination procedures that your office will use, a list of high risk candidates and the cost of vaccination. Some offices may choose to mail notices to patients who meet certain criteria.

The flu vaccine is readily available this year, unlike last year, and the Centers for Disease Control and Prevention (CDC)

recommends that flu shots be given to anyone who requests them, whether or not they are in a high-risk group.

This is also a good time to check immunization records so that patients can update their tetanus-diphtheria (TD) booster if it has been more than ten years.

Our preferred vendor, McKesson is offering JPA members drastic price reductions on A & B influenza test kits as well as on other product lines. See the related story on page 3 for details on this fall promotion.



Check With JPA Before Renewing Your Health Insurance Plan

Blue Care Network (BCN) will be quoting a health insurance benefit package for JPA physician practices in a couple of weeks. They are representing that their 2005 premiums will be very



competitive. As of this newsletter printing, it is assumed that BCN will be offering their same benefit package as proposed this past

June. The benefits include a \$20 office visit co-payment and carries with it a 25% hospital co-payment up to \$1,000 maximum. The plan also provides for student coverage to age 25 and prescription drug coverage.

You will receive a customized mailing in October with specific benefit and premium information. It is anticipated that an open enrollment session will be in November.

Preferred Choices PPO Offers "On-line" Training



Preferred Choices PPO, which recently contracted with JPA, has developed a number of innovative services. JPA physician offices who have contracted with Preferred

Choices PPO now have access to the PPO's Internet Self-Service (ISS) web-based program. Through this "on-line" access, providers are able to:

- Obtain a pre-priced amount for claims;
- Obtain the phone numbers for various TPA's to receive the benefit, eligibility, pre-certification and claims status information;
- Search for providers in the PPO's network and print driving instructions to specific office locations;
- View practice information, such as board certification status; and
- Update their own personal practice information in "real-time."

Preferred Choices PPO will soon be offering JPA office administrators training on the ISS program. JPA staff will be contacting your office administrator soon to schedule an ISS training session. **Note:** You must have Internet access to use the ISS program.

In addition to the web-based ISS program, Preferred Choices PPO is on the leading edge of front-end claims capabilities with electronic or paper re-pricing alternatives. They offer a 24-hour turnaround for EDI transmitted claims and 48-hour turnaround for paper claims. Preferred Choices PPO also requires payors and TPA's to pay the provider submitting the original clean claim within 45 days.

Preferred Choices offers PPO options that provide access to nearly 11,000 physicians, 84 hospitals and many other health care providers located throughout Michigan. Preferred Choices is a subsidiary of Michigan-based Trinity Health, one of the nation's leading health care systems, with 13 hospitals located in Michigan.

Like you, Preferred Choices PPO looks to provide responsible management of health care resources and contains costs while providing high-quality service to improve the health status of local communities throughout Michigan. They strive to create an environment where their provider partners are focused on meeting the evolving healthcare needs of the local employers and their employees.

If you wish access to use the ISS system, please contact Cheryl at the JPA office for assistance, (517)817-2140.

BCN News

E-referrals: Fast & Convenient

Don't forget that BCN affiliated primary care physicians and specialists can utilize E-referrals to submit their referrals electronically. E-referrals allow affiliated providers to create new referrals, update existing referrals (in-process), request plan approvals, and view existing referrals and plan approvals. If you have any questions please contact your BCN Provider Representative:

Ted Drozd: (517) 322-8144, (877) 258-0168 ext. 8114 or Kerry Radtke: (517) 322-4614, (877) 258-0168 ext. 4614.

Health e-Blue: PCP's Review Your Disk

Health e-Blue reporting system diskettes were to be sent to all JPA primary care physicians (PCP) by BCN in early September. BCN uses claims data to analyze PCP patient panels and then ties performance incentive monies directly to the accuracy of this information. This information may not always be accurate and you may be leaving some incentive money on the table.



We strongly encourage PCP's to begin now, if you haven't already, to review and update, if necessary, the information on the diskette to make sure there is no missing documentation. If patients have completed the services listed, simply update the status of the service on the floppy disk. If the services have not been completed the patient will need to be contacted by phone or sent a reminder by your office to come in for the necessary service, test, or treatment.

If used to its maximum benefit, the profile reports can assist physicians in evaluating practice patterns and encourage appropriate care for patients. Other departments in the practice can also use the tool to assess overall utilization and trend patterns. This new reporting system should improve the reporting process and eliminate the large volume of paper reports you previously received. If you did not receive the diskette or have misplaced it please contact Ted Drozd from BCN at (517) 322-8114 to obtain another copy. JPA staff is also available to assist you with explaining how to use this Health-e-Blue diskette information.



Blue Care Network

No Grace Period for 2005 ICD-9/CPT Codes



Just a reminder that this year there will be no grace period for use of the new 2005 ICD-9 codes because Medicare rescinded the traditional 3-month grace period in order to comply with

provisions in the Health Insurances Portability and Accountability Act. The new codes, released in May as part of the proposed rule for inpatient prospective payment system, are effective October 1st. Changes include:

- 171 new diagnosis codes,
- 205 revised diagnosis codes, and
- 25 deleted diagnosis codes.

The same is true for the new 2005 CPT codes that should be released in late October or early November. Those codes become effective Jan. 1, 2005.

Using deleted codes, or incorrectly assigning a new or revised code, will result in an automatic denial of a claim.

JPA is planning a CPT Coding training session in the fourth quarter to review all of the changes and resulting impacts on your business. You will receive more information soon. If you have any questions please contact Cheryl at (517) 817-2140.

Open Enrollment Season

September and October are typically open enrollment periods when many corporations allow employees to enroll or switch health insurance plans. During this time you may notice an increase in informational phone calls to your practice. While this can be a trying time for your office personnel, it is important to remind your staff about courtesy expectations during this open enrollment period.



With continued cost pressures on health insurance coverage, when looking at the options provided them by their workplace insurance plans, employees are often trying to find ways to reduce their out-of-pocket expenses, while staying with their current physicians. All health benefit questions your office receives should be referred back to the callers personnel or human resource department.

During this open enrollment time it is also especially important to verify insurance information with patients coming into the office for treatment, to eliminate the need to correct billing information after a claim is denied from a terminated policy.

Score Big With McKesson's Drastic Fall Price Reduction



Fall is here along with football season — so McKesson is making it easy for you to score big with significantly discounted prices. They are offering JPA an exclusive fall

promotion on their new line of McKesson Brand diagnostic kits! All are CLIA waived and accurate. The real score is in the increased revenue your practice receives when you purchase and use McKesson diagnostic kits.

Since fall is also flu season — McKesson is slashing prices on Quidel's CLIA waived A & B influenza test kits. Now is the time to stock up before the flu season is in full swing. The 10-second swab test is easy to use and is reimbursable using CPT Code 87804QW.

Finally, you can clean up with McKesson brand soap and lotion products. Stock up during this hand washing season, and still go easy on the budget.

No matter how you typically order McKesson products (phone, fax, on-line), all reduced pricing is loaded and ready to go!

Don't delay — the promotion ends October 31, 2004. Contact your McKesson representative for more information or details:

Mike Stock: (800) 877-1919 ext. 3273 or
Steve VanDerVeen (800) 877-1919 ext. 8150.

Looking For Your Ideas



Do you have an idea for a new preferred vendor or new training program? JPA is always looking for leveraging opportunities from our membership size. Our group purchasing power gives our members added value when purchasing products or services. If you have an idea or a suggestion please call Cheryl Meschke at (517) 817-2140. We look forward to hearing from you.

IN THE DOOR

Please welcome the following new physician member to JPA:

- Dr. Aaron Van Wagnen
Solo Practitioner — Jackson
[Internal Medicine]

