



SETTING
THE STANDARD
FOR FOCUSED,
COLLABORATIVE
PARTNERSHIPS

EXPANDING THE Circle of Care

THE PRIMARY CARE SELECT PROGRAM IS EXPANDING ACCESS AND IMPROVING THE QUALITY AND EFFICIENCY OF CARE STATEWIDE.

Quality primary care means better health outcomes, less emergency care, and reduced health disparities. It's something everyone needs and deserves. Yet, primary care physicians (PCPs) are working in an increasingly complex healthcare system, resulting in less time for patient care.

An aging physician workforce along with fewer new doctors practicing primary care leaves more and more patients without access to potentially lifesaving care.

Our goal is to change this dynamic in Alabama with the Blue Cross initiative called the **"Circle of Care" Primary Care Select Program** for primary care physicians.

This program sets a standard of support and collaboration between Blue Cross, primary care physicians like you, and

members looking to meet their long-term health goals. You'll also be supported in this relationship through the new tools and resources of our customizable support model.

We are proud of the progress being made under the Primary Care Select Program. This investment improves access to quality healthcare services in Alabama. The value you provide in terms of better health and lower costs is what makes this program possible.

We know the most effective way to improve quality and manage costs is through the primary care physician-patient relationship.

Below is a brief summary of some of the benefit offerings available through our Primary Care Select Program.

PAYMENTS

AFTER-HOURS PAY

Blue Cross offers additional reimbursement for a practice's alternative hours (CPT codes 99050 and 99051).

CHRONIC CARE MANAGEMENT

This program offers reimbursements similar to payment provided to Blue Advantage® providers for chronic care management. Physicians who are managing care for patients with at least two chronic conditions from a specific list will be eligible to submit the CPT chronic care management code 99490 once per month.

SELECT FEE SCHEDULE

The Select Fee Schedule includes a substantial increase in payment for Evaluation & Management (E&M) codes.

PHYSICIAN EXTENDER PROGRAM

This program, exclusively for nurse practitioners, nurse midwives and physician assistants working with Primary Care Select physicians, provides after-hours reimbursement and a Select Physician Extenders fee schedule with a substantial increase in payment for E&M services.

VALUE-BASED PAYMENT

Blue Cross is focused on improving quality of care for our members. Incentive payments are based on your ability to close gaps in care. Value-based payment is up to 30% above the PCP Select Fee Schedule and is based on the following categories: Cost, Patient Focus and Quality.

SCHOLARSHIPS

INVESTMENTS

MEDICAL SCHOOL SCHOLARSHIPS

To expand access to primary care providers in our state and further improve the quality and efficiency of care, Blue Cross is offering \$11 million in scholarships over a five-year period to students.

- ★ **\$3.6 million** - University of Alabama at Birmingham School of Medicine in Birmingham
- ★ **\$3 million** - Alabama College of Osteopathic Medicine in Dothan
- ★ **\$1.2 million** - University of South Alabama College of Medicine in Mobile
- ★ **\$3.2 Million** - Edward Via College of Osteopathic Medicine in Auburn

In return, scholarship recipients must agree to complete a residency in family medicine, internal medicine, OB-GYN, pediatrics or psychiatry and practice for three years in an underserved county in Alabama. Recipients are chosen by a review committee comprised of representatives from each medical school.

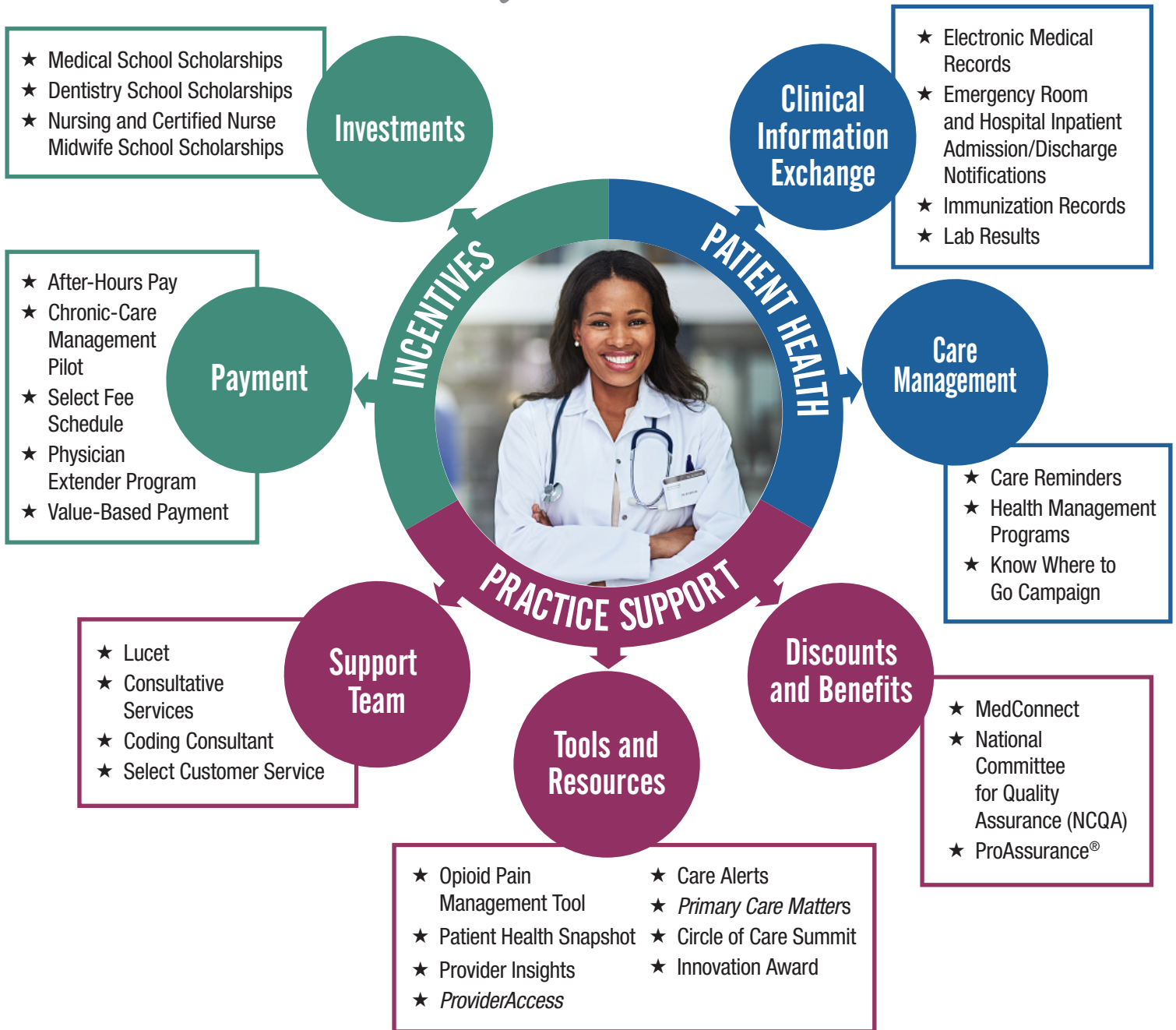
BLUE CROSS INVESTS IN THE
FUTURE OF PRIMARY CARE

**\$11
MILLION**

OVER A FIVE-YEAR
PERIOD TO FOUR
ALABAMA MEDICAL
SCHOOLS

BUSINESS SOLUTIONS AND SUPPORT SERVICES

Exclusively for Select PCPs



SELECT STATUS

How to Earn Select Status

To become eligible for the **Primary Care Select Program** and benefit from the many program offerings, you must first meet the qualification criteria and agree to the terms in the Participation Criteria document. Contact your Provider Networks Consultant if you are interested in participating in the program.

CLINICAL INFORMATION EXCHANGE

Our clinical information exchange solutions can minimize your administrative burden and improve your performance in value-based payment programs. Blue Cross offers solutions related to:

- Electronic Medical Records
- Emergency Room and Hospital Inpatient Admission/Discharge Notifications
- Immunization Records
- Lab Results

Your Provider eSolutions Consultant can meet with you to discuss our clinical information exchange tools and initiatives.

CARE MANAGEMENT

CARE REMINDERS

Patients who register for *myBlueCross* through our website, **AlabamaBlue.com**, see Care Reminders in the “Manage My Health” section of the website or the



Alabama Blue mobile app, available for download on the App Store or Google Play. Care Reminders help engage patients in their own health and prompt them to stay current on screenings and tests.

HEALTH MANAGEMENT PROGRAMS

Our dedicated Health Management team works to improve member health through its accredited programs, including:

- Utilization Management
- Case Management
- Chronic Condition Management
- Wellness
- Health Advocacy

You can refer a member for any of these programs by calling a Clinical Health Advocate at 1-888-759-2764.

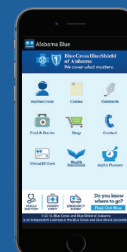
KNOW WHERE TO GO



KNOW WHERE TO GO CAMPAIGN

Often patients with non-emergent health issues seek help at emergency rooms because they are unaware of other options.

We are working to reduce unnecessary emergency room utilization through our educational “Know Where to Go” campaign for Blue Cross members. Brochures, online ads and a dedicated web page all provide information to help guide members to their primary care physician for non-life threatening conditions.



For after-hours care or when their primary care physician is not available, this campaign directs patients to urgent care facilities, leaving emergency room visits for severe life-threatening conditions.

DISCOUNTS

MEDCONNECT

MedConnect customers can send electronic medical records for their patients to Blue Cross free of charge. This clinical health information can help you reduce administrative burdens, lessen coding required on claims, and improve your performance for value-based payment incentives.

PROASSURANCE

A medical malpractice insurance discount is offered through ProAssurance, an independent company that is a specialty writer of professional liability insurance.

NATIONAL COMMITTEE FOR QUALITY ASSURANCE (NCQA) – 20% FULL SURVEY DISCOUNT

- Patient-Centered Medical Home Recognition Program
- Diabetes Recognition Program

Recognized on AlabamaBlue.com/FindADoctor as a Blue Distinction Total Care physician.

TOOLS AND RESOURCES

PRIMARY CARE MATTERS NEWSLETTER

The *Primary Care Matters* newsletter features the latest updates and news specifically for Primary Care Select physicians. Check Provider News through *ProviderAccess* for a notification when a new issue is available.

CIRCLE OF CARE SUMMIT

Circle of Care meetings were first held in 2015 to introduce the Primary Care Select Program state wide. Since then, the program has evolved and significant progress has been made in this long-term commitment to increase access to quality healthcare in Alabama. Circle of Care meetings offer an opportunity to share program updates and best practices while highlighting exemplary efforts by providers to improve primary care through innovation and performance.

In addition to meetings, the Circle of Care Innovation Program was created to inspire and reward pioneering primary care practices that are positively impacting patient health.

OPIOID PAIN MANAGEMENT TOOL

The Opioid Pain Management Tool provides advanced analytics regarding your prescribing patterns and your patients' opioid prescription history. You can access the tool by selecting "Opioid Pain Management Tool" from the *ProviderAccess* Profiles & Reports menu.

Clinical Pharmacy Specialists from axialHealthcare can offer pain management and medication consultative services to help reduce opioid misuse.



OPIOID PAIN MANAGEMENT TOOL

INNOVATION AWARD

The Circle of Care Innovation Award Program was created to inspire and reward pioneering primary care practices that are positively impacting patient care. Entries are judged based on improved patient health, cost savings, and efficient/effective care. Finalists are recognized at Circle of Care meetings, and their entries are featured on *ProviderAccess*.

Best practices and ideas shared through this program are inspiring innovation in primary care practices statewide.

PROVIDERACCESS

Our streamlined, easy-to-navigate website offers:

- Easy navigation with the main menu that stays with you as you travel throughout the site, making it easy to get to the applications you need.
- Access with the selector, which allows you to move quickly between your providers and patients without leaving your current page.
- Powerful user administration that gives you the ability to manage your *ProviderAccess* users – create, edit or delete users or grant access to information and applications.

CARE ALERTS

Care Alerts are used to notify you when one of your patients seeks care at an emergency room or is admitted to or discharged from the hospital. Messages are delivered almost immediately after the patient receives treatment.

PATIENT HEALTH SNAPSHOT (PHS)

The PHS provides a snapshot of a patient's overall health with information on annual wellness visits, conditions/diagnoses and gaps in care. You can access the tool by selecting Patient Health Snapshot from the *ProviderAccess* Patient & Claim menu.

PROVIDER INSIGHTS

The Provider Insights is a web-based platform combining multiple reports that provide you with actionable data, including missed value-based payment opportunities, open gaps in care, historical data, downloadable reports and more. You can access the tool by selecting "Provider Insights" from the *ProviderAccess* Profiles & Reports menu.



BEHAVIORAL HEALTH



LUCET

Blue Cross has collaborated with Lucet to provide:

Lucet

• Dedicated Phone Number

1-866-201-2642; open 24 hours a day, seven days a week

• Phone Consultations

When you call during business hours (Monday through Friday, 8 a.m. - 4:30 p.m.), a New Directions' medical director will consult with you about the appropriate course of care for your patient.

• Updates on Your Patients Receiving Behavioral Healthcare

Blue Cross will contact your office if your patient has been admitted to a hospital or psychiatric facility for behavioral healthcare. Once your patient is discharged, you will be notified of your patient's next therapist appointment.



ANNUAL CONSULTATION

SUPPORT TEAM

CONSULTATIVE SERVICES

Provider Networks and eSolutions Consultants work together to deliver the best possible service to you. They offer a wealth of information about current corporate initiatives, policies, industry trends, clinical information exchange and value-based programs that impact you. Their services include one-on-one visits and phone consultations to more than 10,000 contracted physicians, vendors, facilities and hospitals throughout Alabama and surrounding counties.

EXCLUSIVE TRAINING

- General Coding Guidelines
- STAR Rating Improvement
- Onsite Clinical Consultations Training with Specialists (certified coders, registered nurses, diabetes educators, etc.)
- Regional Primary Care Meetings
- Blue Cross *ProviderAccess* Registration/Assistance
- On-site Clinical Information Exchange Consultations
- Question/Answer Opportunities
- Primary Care Select Program Overview
- Coding and Documentation Training
- Program Updates/Major Benefit Change Announcements
- Continuing Medical Education (CME)

SELECT CUSTOMER SERVICE

This designated Customer Service phone line provides prompt responses to questions related to claims, eligibility, remittances, referrals and more. Average wait time is less than 30 seconds.



CODING CONSULTANT

Coding questions are quickly addressed by a Certified Professional Coder through this designated email box. Documentation and coding information is also available on our website, AlabamaBlue.com/Providers. Log in and choose Programs & Initiatives under Resources and then select "Documentation & Coding."

We invite you to partner with us.

You'll earn Primary Care Select status and benefit from support tools, resources and incentives.

Ask your Provider Networks Consultant how you can achieve Select status.

We hope these offerings demonstrate how much we value our primary care physicians. They represent only a small preview of many exciting changes to come.

EXPANDING THE Circle of Care



Contact Your Support Team

PCP Select provider support through Blue Cross Customer Service and Claims teams:

SELECT CUSTOMER SERVICE
1-888-437-9576

PROVIDER WEBSITE
AlabamaBlue.com/Providers

PROVIDER NETWORKS CONSULTANT
1-866-904-4130

CREDENTIALING
Credentialing@bcbsal.org
Add "PCS" in subject line for priority

CODING CONSULTANT
CodingConsultant@bcbsal.org

PROVIDER eSOLUTIONS CONSULTANT
205-220-6899 or
Ask-EDI@bcbsal.org

NON-SELECT CUSTOMER SERVICE
1-877-231-7239

SUPPORT COMPANIES

axialHealthcare
1-615-475-5029

An independent company, axialHealthcare provides treatment solutions for physicians in the Blue Cross and Blue Shield of Alabama network.

BEHAVIORAL HEALTH SUPPORT
1-855-339-9812 or
PCPBHSupport@Lucet.com

Lucet is an independent company offering behavioral health solutions and services on behalf of Blue Cross and Blue Shield of Alabama.

DISCOUNTS OFFERED

NATIONAL COMMITTEE FOR QUALITY ASSURANCE (NCQA)*
ncqa.org

ProAssurance*
1-800-282-6242

*Primary Care Select providers receive discounts from these independent companies.



**BlueCross BlueShield
of Alabama**

An Independent Licensee of the Blue Cross and Blue Shield Association