

Dental News



The first quarter of 2007 was a busy one for the Regence Caring Foundation for Children, a Regence BlueShield of Idaho charity that operates exclusively for the benefit of children in need of dental care.

February was National Children’s Oral Health Month, and the Foundation was involved in numerous events throughout Idaho.

- In north central Idaho, including the cities of Craigmont, Grangeville, Lewiston and Moscow, more than 10 dentists provided free oral health exams, cleanings and x-rays to area children on Feb. 16.
- In the Twin Falls area, several dentists provided free dental sealant clinics to area children on Fridays in February. Students at elementary schools in Filer, Castleford, Hollister and Buhl were the recipients of sealants.
- In the Idaho Falls area, 35 dental offices in Driggs, Idaho Falls, Rexburg, Rigby, Shelley and St. Anthony provided free dental services to uninsured children on “Give a Kid a Smile Day,” which was Feb. 2.
- In west central Idaho, oral health events took place in February in Council and Midvale.

All of the events were sponsored by Regence BlueShield of Idaho and were held in partnership with health departments from each region.

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Regence Caring Foundation for Children update

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National Children's Oral Health Month ended on Feb. 28, but the Foundation events continued:

- Children at Caldwell's Van Buren Elementary School will receive dental screenings and fluoride applications at various times in May. The event begins in March.
- And in April, a free dental day was on the schedule for the offices of Dr. Scott W. Grant and Dr. R. Eric Barney. Additionally, a free sealant clinic is to be held at the College of Southern Idaho Dental Assisting Program in Twin Falls.

Watch for new alpha prefix XNC

If a patient's Regence member card displays alpha prefix XNC, the network will be the Regence PPO Network. Note that the network name, "Regence PPO," will not appear on the back of the member's card like it does for Regence Select members whose cards carry the XNS alpha prefix. The XNC alpha prefix and the XNS alpha prefix are both PPO.

Please note that Regence Select members with the Regence PPO network will continue to have alpha prefix XNS, and "Regence PPO" will continue to appear on the back of their member cards.

"Tooth decay is the most common chronic childhood disease," said Kathy Ellis, Idaho coordinator of the Regence Caring Foundation for Children. "Studies indicate the oral health problem in our nation is serious, sometimes causing overall long-term health issues. We're trying to remedy this widespread problem with preventive procedures early in life. We want to help kids become healthy, strong members of our communities."

Ellis said that the Foundation partners with more than 100 dentists in Idaho, as well as with health departments and schools to reach children whose health could be threatened for a lifetime from the complications of poor dental care in childhood.

According to the U.S. Surgeon General, dental disease, when left untreated, threatens to rob a child of much more than a smile, with far-reaching results such as:

- School absenteeism
- Weight loss
- Poor self-esteem
- Speech impediments
- Life-threatening infections
- Costly emergency room visits

"Because positive first impressions are often made with a smile, it is the Regence Caring Foundation for Children's goal that every child has a healthy smile," Ellis said.

"Being able to reach and treat children who otherwise might go without dental care gives us something to smile about. Our ultimate goal is that those kids will be able to smile along with us."

More information about the Regence Caring Foundation for Children is available by contacting Kathy Ellis in Boise at (208) 395-7741 or via email. To learn how to become a participating provider, call 1 (866) 938-0084.

Regence selects new national dental director to ramp up market growth



Jeff Sulitzer will help guide roll-out of new options for Individuals and groups

Regence has recruited Jeff Sulitzer, D.M.D., as its new director of dental programs to help the company expand its focus and competencies in its dental programs. Regence serves more than 800,000 dental members in Oregon, Idaho, Washington and Utah.

Dr. Sulitzer brings an established track record of helping other major health coverage carriers turn around and grow their dental business. He is expected to drive similar growth at Regence as the company prepares to expand its dental portfolio with the launch of products such as its new voluntary dental coverage.

"We conducted a lengthy and robust search for a dental programs expert and leader. As a dentist and a health care industry leader, Jeff recognizes the importance of creating greater access to dental benefits and in the connection of oral health with a holistic approach to wellness and prevention. Jeff will be working in the Health Care Services Division with a team of professionals and clinicians focused on an integrated approach to serving our members," said John Wagner, vice president of Network Strategy and Performance at Regence.

Dr. Sulitzer most recently served as the CEO of Atlantic Dental, Inc, located in Coral Gables, Florida. As CEO, he was responsible for growing the business by enhancing the government contracting/private label channel and by creating a commercial sales channel, penetrating the small and middle-sized group dental benefits market. The membership of the plan grew about 100,000 members during his tenure, to a total dental membership of approximately 700,000 lives.

Dr. Sulitzer also served as the dental head of Anthem Blue Cross and Blue Shield. At Anthem, he was responsible for the stabilization and growth of the dental business. Dr. Sulitzer also served as general manager for WellPoint Dental. At WellPoint, he grew dental profit and made the dental side of the business a true value-added benefit.

Please join us in welcoming Dr. Sulitzer to the Regence community.

National Provider Identifier (NPI) – share it!

Have you applied for your National Provider Identifier (NPI) yet? Hopefully you have completed the application process and now just need to share your NPI with the various carriers you do business with. Share your NPI today with all carriers!

We must receive your NPI before the May 23, 2007, mandated date in order to load it in our systems. If we receive your NPI by May 23, we will be able to recognize your office or facility when you submit electronic claims using your NPI as the sole identifier.

After May 23, 2007, if you haven't already notified us of your NPI using one of the methods below, your electronic claim may be rejected at the clearinghouse level with an error message indicating the need to provide your NPI to Regence.

It is extremely important that once you obtain your NPI, you submit it to us using one of these four submission methods:

- Online submission is available on our provider Web site, www.id.regence.com/physician/dental, in the Dental Library section under Dental Professionals. Complete the electronic Provider Information/Provider Directory Update Form and submit it electronically.
- Call your dental services representative.
- Mail your NPI to:
Regence BlueShield of Idaho
Attn: Provider Services NPI
P.O. Box 1106
Lewiston, ID 83501

Until the May 23, 2007, deadline, you can submit electronic claims with either your Regence provider number alone, or with both your Regence provider number and your NPI. During this transition period, do not submit claims with only an NPI. After May 23, 2007, you must use only your NPI on electronic claims.

The latest NPI information, including answers to frequently asked questions, is in the Claims and Billing section, under NPI on our provider Web site at www.or.regence.com/provider.

Please send only duplicate radiographs

When submitting x-rays for claims processing, please submit **duplicate** x-rays **only**. They should be of diagnostic quality and properly identified, dated and labeled "left" or "right."

As of June 1, 2007, Regence will no longer be returning any supporting documentation, including x-rays, that have been submitted for claims processing.

X-rays are required **only** for:

- Multiple anterior crowns
- Veneers
- Implants (full mouth or panorex)

Make sure you're using current CDT codes

Please be sure to bill your services using the newest CDT-2007 codes. In this last update, there were several new codes and three deletions. If you use one of the ADA[®] deleted codes, we will need to reject the service for proper coding.

Patient satisfaction surveys on the Regence Engine

Regence is committed to information transparency and researching how best to collect and share this information. Members and providers regularly express their desire for information about patient satisfaction, and it's expected that such data can be derived with validity and greater efficiency using online tools. In October 2006, Regence launched a provider satisfaction survey on our member Web site, the Regence Engine, at **myRegence.com**.

Members can complete a patient satisfaction survey when they access their claims detail online. The survey is an abbreviated version of the Medical Group Management Association (MGMA) survey, a tool developed by medical groups and widely used for its reliability and applications to day-to-day medical practice improvement. The survey includes a subset of the MGMA patient satisfaction survey, with common questions relating to demographic information, appointment scheduling, wait times and staff interaction. There are two formats: one for clinicians and one for facilities.

Regence is committed to engaging and partnering with physicians, other health care professionals and facilities to promote transparency. At this stage, research is still being gathered and results are not ready to be shared. We will share feedback with you and our members only when we have collected enough data to assure the anonymity of all respondents. We expect that the findings will provide us insight on shaping the future direction Regence will take when collecting and sharing data about patient satisfaction.

Fee update effective in July 2007

Regence BlueShield of Idaho recently concluded its annual review of its dental maximum allowable fee schedule. As a result, each code was evaluated individually and may or may not have been adjusted. No reductions in allowables were made.

The participating dental maximum allowable fee schedule is available on our Website at **www.id.regence.com** and will be updated with the new fees in July 2007. Click on For Physicians, Dental Professional, then Fee Schedules. Under Please Select a Network, choose Dental.

This update will only apply to dental professionals who are participating with Regence BlueShield of Idaho.



Contact Us

We're here for you.

Please don't hesitate to contact Customer Service or any of our service teams with your questions. Our Provider Relations team is also dedicated to helping you.

Customer Service

1 (800) 632-2022

Provider Relations

1 (866) 731-1330

Provider Web Site

www.id.regence.com/physician

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