

PROVIDER BULLETIN

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Saying Good Bye: A Message from Our CEO Bob Freeman



It's with mixed emotions that I say goodbye to CenCal Health, and the Central Coast, after leading this organization as CEO for ten years – and being an employee for 28 years total. When I accepted the position of Government and Public Affairs Manager in 1993, I came from Sacramento after serving the State government in different capacities for ten years. I had attended UCSB and thought a return to Santa Barbara would be a great way to spend a few years before returning to government work in Sacramento. The best laid plans...

It turns out that the mission of CenCal Health (then the Santa Barbara Health Initiative) was something I wanted my career to follow – working for a public entity in a non-partisan way, to make the community I live in a better place. So, it turns out I found my career home.

Now, CenCal Health has grown to serve over 200,000 members (the largest health insurer in both Santa Barbara and San Luis Obispo counties), with over a \$1 billion annual budget – and with 95% of that amount flowing to providers. I'm very proud of leading the organization from where it was when I took over as CEO, to where it is now.

However, I realize it's time for someone else to take the organization from where it is now to where it needs to be tomorrow. I'm proud to announce that my successor will be Marina Owen – who many of you are already familiar with due to her tenure as CenCal Health's Provider Services Director. You'll likely learn more about her and her plans in the next edition of the Provider Bulletin.

For my wife and me, it's time for new adventures in a new environment. We're moving to North Carolina where we will explore the East Coast, get together with family, and otherwise see where the winds and the mood take us.

I want to thank you as CenCal Health providers for the support you've given the organization, and myself personally, over the years. I ask that you provide that same support to the Marina Owen-led CenCal Health as we head towards the future.

Many thanks, and all of the best to you. – Bob

Behavioral Health Carve-In, National Depression and Mental Health Screening Month



CenCal Health is committed to improve the health and wellbeing of our community. In an effort to focus more closely on whole person care, CenCal Health has elected to transition the Behavioral Health benefit in-house effective January 1, 2022.

Any provider that would like to participate as an in-network Behavioral Health provider should contact Provider Services at psrgroup@cencalhealth.org or (805) 562-1676 to begin contracting with CenCal Health.

More information on the transition of this benefit will be coming soon, and as a reminder **October is National Depression and Mental Health Screening month**. Mental health is critical for personal well-being at every stage of life. About one in four adults in the United States suffers from a diagnosable mental disorder in a given year; mental health screenings can offer those people the opportunity to receive the treatment that they need.

Remember to screen your patients ages 12 and older for clinical depression using a standard, age-appropriate tool at least once a year. Those who have a positive screening should also receive follow-up care within 30 days. CenCal Health promotes the use of the PHQ-2 and/or PHQ-9, as well as the Edinburgh Postnatal Depression Scale.

Did you know CenCal Health reimburses for depression screening? For pregnant or post-partum women, you can bill us using G8510 for a negative screen, or G8431 for a positive screen with a documented follow-up plan. For all other members, you can bill us using 96127.

For more information about depression screening guidelines you can go to: cencalhealth.org/providers/care-guidelines/clinical-guidelines/

Join your Colleagues—Collaborate with CenCal Health to Increase COVID-19 Vaccine Uptake

As part of CenCal Health's COVID-19 Vaccination Response Plan, we are working with Primary Care Providers to increase COVID-19 vaccination for CenCal Health members through:

- Vaccine clinic days
- Provider toolkits
- Patient Education materials
- Patient outreach support
- Equipment donations

Contact populationhealth@cencalhealth.org if you would like to increase COVID-19 vaccines for patients in your practice.

Deadline for MyCAVax Extended!

Sign up for MyCAVax to become a COVID-19 vaccine provider—practices can get up to \$55,000. Application deadline has been extended to October 15, 2021. For more information you can go to mycavax.cdph.ca.gov

CLAIMS CORNER

NDC and PAD Edits

As a reminder, CenCal Health validates that encounters submitted for Physician Administered Drugs (PADs) contain both a HCPCS code and a National Drug Code (NDC). Encounters submitted for PADs must include both a HCPCS and a valid NDC. PAD encounters that do not include both the HCPCS code and a valid NDC will be denied. Additionally, NDCs must coincide with the FDA NDC list for the respective administered drug and be 11 numeric digits.

Physicians' offices, hospital outpatient departments and outpatient clinics who serve patients who are dually eligible for Medicaid and Medicare should include NDCs and corresponding quantity amounts on crossover claims for PADs.

If you have any questions please contact our Claims Department at (805) 562-1083.

Focus on CalAIM: California Advancing and Innovating Medi-Cal

CalAIM is a multi-year initiative by the Department of Health Care Services (DHCS) to improve the quality of life and health outcomes of our population by implementing broad delivery system, program and payment reform across the Medi-Cal program. Some key CalAIM Initiatives include: Enhanced Care Management (ECM); In Lieu of Services (ILOS); Full Integration of Physical, Behavioral and Dental Health; and NCQA Accreditation for health plans.

Implementation of the **Enhanced Care Management (ECM)** initiative is first on the timeline. This initiative establishes a new statewide benefit to provide a whole-person approach to care, addressing both clinical and non-clinical conditions that impact the overall health of at-risk Medi-Cal members. ECM is a collaborative, multidisciplinary approach to providing complex care management and is intended to be community-based and high touch. Because CenCal Health is not transitioning from a pilot project, our first implementation date is **July 1, 2022**. ECM will be offered to Populations of Focus in 3 phases as follows:

7/01/2022	<ul style="list-style-type: none"> Individuals and Families Experiencing or at Risk for Homelessness; High Utilizer Adults; and Adults with Severe Mental Illness/Substance Use Disorder
1/01/2023	<ul style="list-style-type: none"> Individuals Transitioning from Incarceration (adults and children/youth); Members Eligible for Long Term Care and at Risk of Institutionalization; and Nursing Home Residents Transitioning to the Community
7/01/2023	<ul style="list-style-type: none"> All other Children and Youth Populations of Focus

CenCal Health is currently working to identify these high need members and will be seeking ECM providers with whom we can collaborate to offer these services. ECM providers must:

- be equipped to establish strong relationships with our most vulnerable members through primarily in-person interactions where these individuals live, seek care and prefer to access services, with culturally and linguistically appropriate communication and information;
- be skilled in developing and executing comprehensive person-centered care plans to address the full gamut of clinical and non-clinical needs, promote health, facilitate transitions in care, and coordinate referrals to community and social support services;
- be enrolled as a Medi-Cal provider and credentialed by CenCal Health, if there is a pathway for enrollment (or otherwise be vetted by CenCal Health);
- be experienced in serving the Populations of Focus and have formal agreements and processes in place to collaborate with other providers;
- use a care management documentation system or process to document and integrate information and data from other entities that will facilitate the maintenance and management of member care plans, including sharing them with other providers and organizations;
- have data sharing capabilities to enable the submittal of encounter and claims information, and be eligible to receive payment for ECM services.

Please visit our website at cencalhealth.org for further detailed information coming soon, or register for our upcoming CalAIM Initiation Orientation on October 21st and learn more from Michael Harris, CenCal Health's Director of Government & Administrative Services at cencalhealth.org/providers/provider-training-resources/. For any questions, please contact us via email at CalAIM@cencalhealth.org.

New Look, New Online PCP Member Reassignment Tool

We have created a new member reassignment tool which makes it easier and more efficient for our PCPs to navigate within the Provider Portal. Please watch our video tutorial within the Provider Portal to learn more!



New Banking Fraud Schemes a Danger to All Businesses

When it comes to health care fraud, health plans are constantly on the lookout for fraudulent billing, kick-back schemes, overbilling by durable medical equipment suppliers, opioid exploitation, and other schemes that rob public programs like Medicaid and Medicare. These aren't victimless crimes, as they exploit taxpayer-funded programs and the vulnerable people who rely on them.

Another type of fraud is on the rise: fraudulent wire transfers.

In this type, a consumer is convinced to wire money to a fraudulent account because they believe they are paying a legitimate vendor. But now thieves have turned their sights to merchants, from hospitals to universities to health plans. Recent incidents involve millions of dollars, and once money is transferred, it is rare that any of it can be recovered.

CenCal Health is proud of our willingness and ability to pay our providers via wire transfer, however, just as with paper checks, there is inherent risk. A sophisticated fraudster, using a banking form available on our website, recently victimized CenCal Health. Much of the information on the form is easily found through web searches and our online provider directory. The request looked legitimate.

Between bank recoupment and insurance, CenCal Health will recover the majority of the money. However, it still represents a loss in the low six figures. Our lessons learned can apply to all health organizations.

Here's what we're doing:

First, we have removed any forms from our website that could be used by a fraudster impersonating one of our providers. While this creates an extra step for the providers we do business with, it also makes it harder for thieves. You may find banking forms inside the Provider Portal.

Second, we have instituted two-contact verification for wire and ACH transactions. This is a best practice to call two separate known contacts of the requester, using a number you have previously called — not one from the current wire transfer request.

Third, we are undertaking additional training of our finance employees regarding such fraud.

Finally, we have informed the local police as well as the FBI who are working to help us solve this case. These new guardrails worked: A second attempt at similar fraud was caught before monies were dispersed.

Don't think that your business is too small to fall victim to this kind of scam.

Provider Training

Join Our LIVE Webinar on Cultural Competency and Health Literacy

Enhanced communication between providers, staff, and patients is essential to effectively provide quality care in a culturally sensitive manner. CenCal Health promotes appropriate care for all members, regardless of how they may identify, and therefore provides Cultural Competency and Health Literacy tools to improve provider-patient communication.

Join us on November 11, 2021 for a LIVE webinar and receive tips and resources on how to interact with patients with Cultural Competency, Health Literacy, and to Seniors or Persons with Disabilities.

RSVP for this webinar today! www.cencalhealth.org/providers/cultural-linguistic-resources/cultural-competency-and-health-literacy/

Member Eligibility Webinar

During this webinar, provider staff will learn how to manage a CenCal Health Member's monthly eligibility and learn the many different resources available when checking eligibility through our CenCal Health Provider Portal. This training is great for new staff joining your practice and front office receptionists that need to learn about our many different eligibility types.

Join us on November 16, 2021 from 11:00 a.m. – 12:00 p.m. to learn more!

Register online today at www.cencalhealth.org/providers/provider-training-resources/ or view past trainings from our library!

Synagis® Pharmacy Update: Respiratory Syncytial Virus (RSV) Season

CenCal Health would like to assist our members and providers in preparation for the upcoming RSV season. The Synagis® prophylaxis season will begin, November 1, 2021 and run through March 31, 2022. CenCal Health's Pharmacy Benefit Manager, MedImpact, will begin accepting Pharmacy Prior Authorizations/Medical Request Forms (MRFs) on October 15, 2021 for initial Synagis® administration on or after November 1, 2021. Synagis® is available from CenCal Health's Specialty Pharmacy vendor, Optum Specialty Pharmacy.

Consistent with the CDPH advisory and the American Academy of Pediatrics recent interim guidance, potential off-season requests will be considered thru CenCal Health's palivizumab (Synagis®) prior authorization process.

Synagis® Enrollment forms and FAQ document are available on the CenCal Health website at cencalhealth.org/providers/pharmacy/

For any questions, please reach out directly to the CenCal Health Pharmacy Department at (800) 421-2560 ext. 1080.

Monthly Provider Bulletin

October 2021

CENTRAL PHONE LINES

Provider Services (805) 562-1676

Claims Services (805) 562-1083

Pharmacy Services (805) 562-1080

Health Services (805) 562-1082

Member Services (877) 814-1861



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Medi-Cal Rx Transition — Effective January 1, 2022

Effective January 1, 2022, CenCal Health Pharmacy Benefits will transition to Medi-Cal Rx. Medi-Cal Rx is the transition of all administrative services related to Medi-Cal pharmacy benefits billed on pharmacy claims from the existing intermediaries to the new Medi-Cal Rx vendor, Magellan Medicaid Administration, Inc. (MMA). Medi-Cal Rx will include all pharmacy services billed on a pharmacy claim, including but not limited to:

- Outpatient drugs (prescription and over-the-counter), including Physician-Administered Drugs (PADs)
- Enteral nutrition products
- Medical supplies

Medi-Cal Rx will not include pharmacy services billed on a medical (professional) or institutional claim.

Register for the Medi-Cal Rx Web Portal today!

As a prescribing Medi-Cal provider, registration for the Medi-Cal Rx Web Portal will be required to register, take training, and have access to the tools and resources available in the Medi-Cal Rx secure portal on January 1, 2022. Ordering, Referring, and Prescribing (ORP) providers who are not yet enrolled, as a Medi-Cal provider in the Department of Health Care Services (DHCS) Provider Application and Validation for Enrollment (PAVE) system are encouraged to enroll. Register for the Medi-Cal Rx Provider Portal by visiting: <https://medi-calrx.dhcs.ca.gov/provider/>

The Department of Health Care Services (DHCS) and MMA continue to update the Medi-Cal Rx website with additional tools, resources, and reference material leading up to the transition date of January 1, 2022. For the latest Web Portal Registration information, Bulletins, and News visit: <https://medi-calrx.dhcs.ca.gov/provider/pharmacy-news> or join our upcoming webinar with Medi-Cal Rx & Magellan Health on Oct. 19th, register at cencalhealth.org/providers/provider-training-resources/