

Provider Bulletin

Contra Costa Health Plan

Join CCHP in Supporting “The Soda Free Summer” Campaign

Did you know that the average person eats almost 175 pounds of sugar a year? The single biggest source is sugary drinks. It’s no wonder that two out of three Americans are overweight or obese. Extra calories from all this sugar leads to weight gain, which puts children and adults at risk for lifelong health problems, such as diabetes and heart disease. Contra Costa Health Plan wants to encourage providers to challenge patients to commit to health this summer, by having a Soda Free Summer. Are you up for this challenge?



Soda Free Summer Kits will be sent to providers in the following weeks. Materials include brochures, fun incentives, and a baggie filled with 76 grams of sugar to help you illustrate to patients how much sugar is in a 20 oz. bottle of soda. Included in the “Soda Free Summer Brochure” is a tracking log with a raffle entry for a \$300 healthy grocery-shopping spree! Please promote this appealing incentive to your patients. Soda free Summer materials are available in English and Spanish. Please contact the CCHP Health Educator, Patricia Sanchez at (925) 313-6019 or by email at psanchez@hsd.cccounty.us.

The Soda Free Summer Campaign was developed by Alameda County Public Health Department, with funding from Kaiser Permanente Health Trust and Shape Up San Francisco.

Learn More About Unnatural Causes

By Otilia Tiutin

As part of our Reducing Health Disparities initiative, CCHP would like to inform you of some new research and resources available to help you better understand the clients you serve.

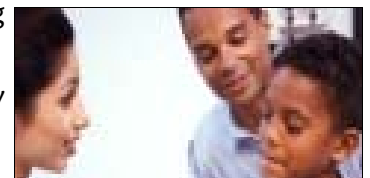
Unnatural Causes is a documentary presenting a series of films, which was aired on PBS recently. Clips are available on-line at www.unnaturalcauses.org, as well as other discussion tools and the option to purchase the DVD's.

SERIES STRUCTURE

Unnatural Causes is a medical detective story out to solve the mystery of what's stalking and killing us before our time, especially those of us who are less affluent and darker-skinned. The investigators keep peeling back the onion, broadening their inquiry beyond the immediate, physical causes of death, to the deeper, underlying causes that lurk in our neighborhoods, our jobs and even in our history. The perpetrators, of course, aren't individuals, but rather societal and institutional forces. Nor are theirs impulsive crimes of passion. These are slow deaths—the result of a lifetime of grinding wear and tear, thwarted ambition, segregation and neglect.

This is also a story of hope and possibility, of communities organizing to gain control over their destinies—and their health. The good news is that if bad health comes from policy decisions that we as a society have made, then we can make other decisions. Some countries already have, and they are living longer, fuller lives as a result.

It turns out there's much more to our health than bad habits, health care or unlucky genes. The social conditions in which we are born, live and work profoundly affect our well-being and longevity.



Contra Costa Health Services is taking this new research very seriously, and has begun discussions with the community on how to address building awareness and taking action.

TO LEARN MORE about UNNATURAL CAUSES, its companion tools and to get involved with the impact campaign, visit www.unnaturalcauses.org.

CCHP Welcomes New State of The Art Cancer Care Center in Antioch



East Bay Medical Oncology and Hematology Associates, also known as Epic Care, consists of eight physicians whose specialties include: Medical Oncology, Hematology, Radiation Oncology, Imaging and laboratory services. The group has practice locations in Antioch, Brentwood, Pleasant Hill, Dublin, Hayward, San Ramon, San Leandro and Walnut Creek.

In April, the group opened a state-of-the-art, all-in-one cancer care center in Antioch. This 20,000 square foot center offers everything from imaging to diagnosis to chemotherapy and holistic approaches, all in one place. The facility was funded by the Epic Care Physicians. The clinic has a staff of 30 people, plus eight medical oncologists. “This is going to be the future of treatment for cancer, where patients can go to find themselves surrounded by hope,” says Dr. Patel, one of eight physician partners. “Patients are sick and need modern technology combined with holistic healing, and that is our approach,” Dr. Patel says. “When you can do imaging, diagnose cancer, plan treatment, do surgery, and administer radiation and chemotherapy all under one roof and just five minutes from home, the patient is the one who wins. Typically, someone would be diagnosed at one place and go to another for treatment and another for surgery. This involves driving 30, sometimes 40, minutes, and these patients shouldn’t have to deal with Bay Area traffic.” The new clinic combines many disciplines—including holistic approaches to treatment—at one location, making it convenient for those who need its services in the eastern part of Contra Costa County.



Bimal Patel, MD

The clinic also provides community education and awareness, as well as support groups for people with cancer and their families. “When you look at how fragmented cancer treatment has been, this type of business model is special,”



Dr. Patel says. “When you look at what happens before, during and after treatment, you see how patients can fall through the cracks. We’re helping raise awareness here, treating here, but also following up, helping support the family, and this means going beyond a person’s disease. We’ve decided to put our money where our mouth is here, and I believe it’s going to be a huge success.” The entire facility, including its state-of-the-art equipment, cost roughly \$16 million. The kind of care and hope for recovery that it offers, according to Dr. Patel is priceless. For more information call Dianne Naujok at (925) 778-0679.

Technology Improves Credentialing Process

In order to improve Contra Costa Health Plan’s credentialing process, we have changed our Credentialing Unit’s primary source verification vendor. Medversant Technologies will provide Web-based verification services. By using Medversant, the processing time to credential new providers, and to re-credential existing providers to our network, will be significantly reduced. We are excited to bring this technology to you. If you have any questions about the credentialing process, contact our Credentialing Unit at (925) 313-9506.



Challenge yourself to make a difference in your health. Instead of drinking soda, commit to drinking:

- Water (every day — all you want)
- Non-fat or low-fat milk
- 100% fruit juice (limit juice to 1/2 cup daily)
- Unsweetened iced tea



I am UP for a Soda Free Summer!

Soda free Summer materials are available in English and Spanish.

Are you up for this challenge?

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Tidbits from the Utilization and Case Management Team

To assist the Authorization Unit with timely processing of authorization requests, it is imperative that:

- Accurate diagnosis codes are indicated on the **Prior Authorization Request** form (PA001):
- Supporting clinical documents are attached, (e.g., clinic note, lab, growth chart);
- Signatures of the requesting provider/physicians are on the form.

Having the above information upfront reduces the likelihood that additional information will be requested during the review process, and reduces the decision-making timeframe.

CPN PCP's must forward a copy of the completed **Community Provider Referral Form** (HP-200-7) to the Authorization Unit at (925) 313-6058 to generate an authorization, to facilitate prompt payment to specialty providers. Please note: do not copy the **Community Provider Referral Form** for future use. These forms are pre-numbered, and each pre-numbered form correlates to a specific claim. When the pre-numbered form is used more than once, there is the risk of nonpayment.

What is Case Management?

According to The Case Management Society of America, "Case Management is a means for achieving client wellness and autonomy through advocacy, communication, education, identification of service resources and service facilitation." CCHP achieves this by facilitating personalized, comprehensive, high quality, well-coordinated care and service. CCHP Case Managers work one-on-one with clients to develop trust and rapport, which leads to higher compliance, and achievement of healthcare goals. To make a referral to the Case Management Program, simply fill out the CM Referral form and fax it to (925) 313-6462. If you would like an electronic version that can be emailed, please call (925) 957-7453. Email referrals to Lcrider@hsd.cccounty.us.

Pharmacy Update

Changes should be effective on or around July 21st, 2008

The Pharmacy and Therapeutics Committee at CCHP reviewed the efficacy, safety, cost and/or utilization of the following therapeutic categories/medications at the June 6, 2008 meeting:

Albuterol HFA; Bactroban; Chemotherapeutic & Immunological Agents; Prozac; Zantac; Zovirax; and criteria for Lescol PA; Lescol XL PA; Zofran PA; Zyvox PA; and Proton Pump Inhibitors PA.

The Committee *approved and added* the following to the Preferred Drug List (formulary):

Abreva® (docosanol), quantity limit of 2gm per fill apply; Protonix Packet for Oral Suspension (formulary for patients <10 yrs. of age, or >10 yrs. of age requires t/f preferred agents); Zofran® (ondansetron).

The following were reviewed and prior authorization criteria approved or updated:

Lescol® (fluvastatin); Lescol XL® (fluvastatin); Proton Pump Inhibitors; Zofran® (ondansetron); Zyvox® (linezolid).

Deletions to the Preferred Drug List (formulary):

Proventil HFA®, removal effective July 1st, 2008; Ventolin HFA® will continue to be the sole preferred albuterol HFA agent. Albuterol (CFC containing, non-HFA) will continue to be covered until it is taken off the market at the end of 2008. It is highly recommended that prescriptions be written as "albuterol HFA" to allow pharmacies to change to Ventolin HFA if written for another non-formulary brand agent. Brand name agents are not AB rated equivalent, and pharmacies may not automatically change patients from one agent to another.

Bactroban® (mupirocin) cream. Ointment will continue to be covered.

Zantac® (ranitidine) capsules. Tablets will continue to be covered.

Zovirax® (acyclovir) ointment.

FYI/REMINDERS:

At the end of 2008, CFC containing formulations of albuterol products will be discontinued. If your patients have not converted to our preferred albuterol HFA (Ventolin HFA), please do so soon.

For our county providers, our 340B program has received approval for the addition of five (5) more Walgreens pharmacies, making a total of twelve (12) pharmacies available for use in our BHC/HCI groups. We anticipate the addition of pharmacies to decongest the volume and impact on the current seven (7) pharmacies. We are currently preparing these pharmacies for the program, and will offer additional information when available.

Depth, Focus and Service Come to Contracts



Shenita Hurskin, Director of Contracts

After completing her Bachelor of Science in Health Science from California State University Hayward in 1992, Shenita Hurskin worked for four years for the East Bay Perinatal Council. She then became a Case Manager at the West Oakland Healthcare Clinic for pregnant and parenting teens enrolled in the Adolescent Family Life Program (AFLP) and Cal LEARN.

In 1996, Shenita became a Child Care Specialist for San Mateo County Human Services Agency negotiating and writing contracts for program participants in need of child care services. Promoted to Human Services Analyst with the Job Training Partnership Act (JTPA) Program, Shenita was responsible for Program and Fiscal monitoring of all contracted providers, in addition to negotiating and writing contracts for JTPA. By 1999, she was again promoted to Con-

tracts Manager, responsible for the entire Agency's contracting process. As the Contracts Manager, Shenita established a centralized contract process for the Agency by hiring staff to manage and monitor the contracts.

Now happily married, with two energetic sons ages 6 and 4, Shenita comes to CCHP with over nine years as a Contracts Manager in healthcare contracting for San Mateo County.

"I started in the Healthcare field with a desire to make a difference in others' lives," states Shenita. "As CCHP's Director of Contracts, I can ensure that services are delivered in a timely and seamless manner to our members, and the communities we serve. My goal with Contra Costa Health Plan is to create a user friendly and transparent contract process to make it manageable for the organization and contracted providers".

Contract Highlights

- CCHP is moving towards Multi-Year Provider contracts;
- No notary is required on Provider contract renewals;
- If you are a new Provider, your contract has to be notarized. CCHP has notaries available to come to your office to notarize CCHP contracts. To schedule an appointment, please call (925) 313-9522

Mark Your Calendar for Our Next Community Provider Network Meetings:



West County July 15, 2008
Doctors Medical Center
2000 Vale Road, San Pablo, CA 94806
7:30 AM to 9:00 AM

Central/East County July 22, 2008
John Muir Medical Center—Concord
2540 East Street, Concord, CA 94520
7:30 AM to 9:00 AM

CPN PCP's earn a \$200 Incentive for attending!

Grievance Process for Providers

Contra Costa Health Plan is committed to the delivery of excellent customer service. Seamless customer service is important to us. If you have received less than excellent customer service, it is important for you to know providers have a way to have their grievances evaluated and resolved in a timely manner. Grievances you would likely submit would regard member discharge, member behavior, facility site reviews, contractual concerns, or interactions with CCHP staff. To file a grievance, please submit your request in writing, or by calling us:

Contra Costa Health Plan
Attn: Provider Grievance Department
595 Center Avenue Suite 110
Martinez, California 94553
Main Number (925) 313-9500

At All Levels, Experience and Commitment to Service

Troy Lam joined Contra Costa Health Plan on March 5, 2007 as an independent contractor in the role of Marketing and Member Services Manager. He served in this role until November 15, 2007, when he was hired permanently for this position.

Troy comes to CCHP with over 20 years' experience in Managed Health Care, including HMO's, IPA and MSO, and a hospital. During nine years with Prudential/PruCare of California, his roles ranged from Claims Supervisor to Member Services Manager. For three years at North American Medical Management he was the Assistant Manager of Health Services and Member Services. After three years as the Executive Director of the Physician Hospital Organization at St. Luke's Hospital in San Francisco, and six years as the Director of Marketing and Member Services at Alameda Alliance for Health, Troy was Field Operations Manager for Alameda and Contra Costa Counties at Blue Cross of California for a year, before joining CCHP.



Troy Lam, Marketing & Member Services Manager

With this experience, comes Troy's personal philosophy of high quality service. Troy looks forward to being of service to the provider community.

New and Improved Automated Eligibility Verification System

(877) 800-7423 (option 1)

CCHP recently invested a lot of time, effort and resources into enhancing our current telephonic eligibility verification system. We are happy to announce that this system is now available and ready for your use! Here are some key features:

- This line is available 24 hours a day, 7 days a week
- You will need to enter your Tax ID number (TIN) or National Provider Identifier (NPI)
- You can check eligibility for different members on the same phone call
- You can check eligibility for different dates of service, except future dates
- You will receive a reference number after each inquiry for your records
- That reference number can be looked up at a later time, if necessary
- If there are problems with a particular member's record during normal business hours, your call will automatically be transferred to a Member Services Representative for assistance
- There is an option for Spanish
- The telephone tree menu has been simplified and shortened for easier use

CCHP hopes that your office will take advantage of this service to assist you in your daily functions of verifying eligibility. So, call (877) 800-7423 (press 1) today and give it a try!

Troy Lam, Manager of Marketing and Member Services can be reached at (925) 957-7254, or by email at: tlam@hsd.cccounty.us

Changes in Your Address, Phone Number or Office Hours?

Please keep us up-to-date by notifying Provider Relations at: (925) 313-9500 of any changes in your practice information. We will forward changes to Contracts and Credentialing for you!

Did you know that the average person eats almost 175 pounds of sugar a year?



Included in the "Soda Free Summer Brochure" is a tracking log with a raffle entry for a \$300 healthy grocery-shopping spree! Please promote this appealing incentive to your patients.



Like ME!

The ABC's of Referring a Community CPN Member to the Regional Medical Center

- A. When a specialty service is not available, or the wait time exceeds the urgency for the specialty service in the CPN, a CPN Primary Care Provider may refer their member to the RMC Network, which includes the Contra Costa Regional Medical Center and its Health Centers, located throughout Contra Costa County.
- B. The CPN PCP must complete and fax a **Community Provider Referral Form** (HP200-7) to the CCHP Authorization Unit at (925) 313-6058, in order to refer their members into the RMC Network.
- C. Upon receipt, the Authorization Unit verifies the member eligibility. If the member is eligible, the Authorization Unit forwards the referral form to the CCRMC Referral Center. From there, the Referral Center places the member on the "Wait List" for the requested specialty service. Concurrently, CCHP sends a notice to both the member and requesting PCP, advising them of this action, and whom to contact to check on the status of the referral. *The referral form is sent back to the requesting PCP, only when the HSD Referral Center is unable to schedule an appointment for the requested specialty service in a timely manner.*

The Top 5 Things Your CCHP Patients Should Know About Urgent Care

1. **Know your PCP.** Members should establish care quickly and understand how best to access your office for care.
2. **Advice Nurses provide solutions for members.** Advice Nurses (AN) triage the Member according to his/her reported symptoms to determine the appropriate level of care. The AN unit is available to all CCHP members 24 hours a day, 7 days a week, 365 days a year. Referrals are available to contracted Urgent Care providers on an as-needed basis. The Advice Nurse number is on the back of the member's Health Plan I.D card.
3. **Patients must follow up with their PCP.** Urgent care service providers have an important role in the continuity of care for CCHP members. Patients who require continued treatment are redirected by our contracted Urgent Care providers to their PCP for follow-up treatment. CCHP's contracted Urgent Care Providers are obligated to send the urgent care medical record to the member's Primary Care Provider (PCP) within 48 hours of their Urgent Care appointment.
4. **Educate your patients on the proper use of Urgent Care.** Urgent care should be used for acute care when the PCP is unavailable. Common treatment provided by our Urgent Care providers are for flu symptoms, viruses, allergies, asthma treatment, foreign body removal and laceration repair. Services not authorized by the AN unit, or care provided by a non-contracted Urgent Care provider may not be considered urgent, and may not be reimbursed by CCHP.
5. **Avoid the hassle.** Have your CCHP patients contact our accredited Advice Nurse Unit at 1(887) 661-6230 press option 1. It's their best urgent care option, when the PCP is not available.

The Main Operations for CCHP Will Be Closed:

Independence Day July 4, 2008
Labor Day September 1, 2008



Our accredited Advice Nurse Unit is available for our members 24 hours a day, 7 days a week including holidays. The Advice Nurse Unit can be reach by calling 1 (877) 661-6230 Option 1.

Water is the Best!

Add a slice of orange, lemon, lime or cucumber to your water for zero calories and lots of flavor.

Join us for a **Soda Free Summer** and take charge of your health.



Contra Costa Health Plan A federally qualified HMO

Please visit our website at: www.contracostahealthplan.org

Go Paperless!

Contact Provider Relations if you would like to receive your CCHP Publications via email!

Contra Costa Health Plan Provider Relations Contact Information

595 Center Avenue, Suite 100, Martinez, CA
(925)313-9500 Main Number, (925) 646-9907 Fax Number

<i>Tracy Ann Jones</i>	Director of Provider Relations	(925) 313-9501	tjones@hsd.cccounty.us
<i>Terri Lieder</i>	Supervisor, Credentialing Team	(925) 313-9502	tlieder@hsd.cccounty.us
<i>BJ Jacobs, FNP</i>	Provider Liaison	(925) 313-9503	bjacobs@hsd.cccounty.us
<i>Mary Berkery, RN</i>	Facility Site Review Manager	(925) 313-9504	mberkery@hsd.cccounty.us
<i>Maria Perez</i>	Credentialing Coordinator	(925) 313-9506	lperez@hsd.cccounty.us
<i>Jason Woodruff</i>	Provider Relations Representative	(925) 313-9507	jwoodruff@hsd.cccounty.us

Provider Contracting Department

<i>Shenita Hurskin</i>	Director of Contracts	(925) 313-9521	shurskin@hsd.cccounty.us
<i>Nicole Meyer</i>	Contracts Secretary	(925) 313-9522	nmeyer@hsd.cccounty.us



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www.contracostahealthplan.org

Contra Costa Health Plan
Provider Call Center 1-877-800-7423

- Press 1– Member Eligibility and Primary Care
Physician Assignment
- Press 2– Pharmacy Services Department
- Press 3– Authorization Department
- Press 4– Interpreter Services (Advice Nurse)
- Press 5– Claims Department
- Press 6– Provider Relations Department
- Press 7– Member Services Department