

# THE SOURCE

for Healthfirst NJ Providers

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## A Message From the President



Dear Valued Provider:

One of the most gratifying aspects of working at Healthfirst NJ is that we get to live our mission every day: to improve the health and well-being of underserved populations. That's why I'm so proud to report that we have recently completed our service area expansion into Mercer, Middlesex, Morris, Somerset, and Sussex counties – and are continuing to grow our health plan throughout the state of New Jersey.

We are excited by the opportunity to offer quality healthcare access to the deserving people in these new service areas, and establish new relationships with physicians, hospitals, and other healthcare providers in these counties.

Of course, it's one thing to reach out to potential members who might benefit from enrolling in our health plan. It's another thing entirely to identify existing members who are in jeopardy of losing their coverage. There's nothing worse than waking up one day and finding out you no longer qualify for the vital medical service you've been receiving. That's why Healthfirst NJ has begun working directly with participating providers, like you, to request your assistance in reaching out to your patients to remind them to recertify.

**Healthfirst NJ can assist you with information about NJ FamilyCare/Medicaid recertification before your patients lose eligibility. If you have ideas about ways to help your patients and our members continue to receive the essential medical services they are currently receiving, please contact your Network Management Representative or Provider Services at 1-866-889-2523.**

Working together, we can help ensure that your patients won't lose their valuable Healthfirst NJ coverage because they've forgotten to recertify, or they didn't know they had to. With your help, we will make 2011 a great year for the patients and families we serve!

Until next time, best regards.

Terence L. Byrd  
President, Healthfirst NJ

## CONTACTS

### Medical Management

1-866-467-7178

### Provider Services & Claims

1-866-889-2523

### Quality Improvement

1-866-889-2524

### Fraud, Waste & Abuse Anonymous Hotline

1-877-879-9137

### Member Services:

#### NJ FamilyCare/Medicaid

1-888-GO4-HFNJ

(1-888-464-4365)

#### Medicare

1-877-GO4-HFNJ

(1-877-464-4365)

### Provider Secure Services Website:

[www.healthfirstnj.org/providerservices](http://www.healthfirstnj.org/providerservices)

### Healthfirst NJ Website:

[www.healthfirstnj.org](http://www.healthfirstnj.org)

### Written, Edited and Designed by:

Marketing & Communications

## In the Community: Fighting Depression, an Educational Workshop



In collaboration with the Hispanic Information Center and Dr. Carlos Tejeda, a Healthfirst NJ provider, we held an educational workshop about depression in Passaic County. The workshop was held at the Passaic Public Library and focused on the different stages of depression and the consequences if left untreated. On-site counseling was provided for individuals in the audience who required immediate assistance.

Healthfirst NJ is proud to work with providers who support raising awareness of health related issues through workshops, health fairs, conferences, and much more. We would like to offer a special thanks to Dr. Tejeda for working side-by-side with us to better serve our community.

The National Suicide Prevention Lifeline **1-800-273-TALK (8255)** is a 24-hour, toll-free, confidential suicide prevention hotline available to anyone in suicidal crisis or emotional distress. The Lifeline's national network of local crisis centers provide crisis counseling and mental health referrals day and night.

### Partnering Opportunities

We are consistently working to spread the word about healthy living in New Jersey and one way of doing this is through the work of our Community Outreach Representatives. Their community presence, interaction, and support help build a bridge for Healthfirst NJ to better serve our members, work effectively with our providers, and succeed in our mission to improve the health and well-being of underserved populations.

#### Experienced Healthfirst NJ Outreach Representatives are available to help:

- Educate and assist eligible families in obtaining information about NJ FamilyCare/ Medicaid and Medicare Plans
- Teach our communities about health and wellness through educational materials
- Establish ourselves as a resource people can turn to for health and wellness education

#### For more information on how we can assist you, please call:

*Bergen, Hudson and Passaic Counties:*  
Amiris Perez, 201-532-0009  
*Essex, Union and Middlesex Counties:*  
Aviva Woog, 201-748-9063  
*Somerset and Mercer Counties:*  
Melissa Cornejo, 862-228-1785  
*Morris and Sussex Counties:*  
Samuel Rodriguez, 201-621-2058

# What's New at Healthfirst NJ

**New Pharmacy Claim Billing Requirements for NJ FamilyCare/Medicaid** – In accordance with the Patient Protection and Affordable Care Act (Public Law 111-148), effective January 1, 2011, Healthfirst NJ requires all NJ FamilyCare/Medicaid claims submitted for physician and outpatient-administered drugs to include the National Drug Code (NDC) codes, NDC metric units and unit of measure. **Claims submitted without the required NDC information will be denied.**

If you need additional information, please contact your Network Management Representative or call Provider Services at 1-866-889-2523.

## Out-of-Network Covering Provider Authorization Policy –

On February 1, 2011, Healthfirst NJ implemented a new procedure to ensure claims are processed correctly and expediently. The policy applies to out-of-network providers in the same or affiliated practice with a Healthfirst NJ participating provider, who cover previously scheduled or emergency appointments with Healthfirst NJ FamilyCare/Medicaid members because their participating provider is unavailable. To receive payment on the claim as an out-of-network provider, you must do the following:

1. Call the Healthfirst Medical Management Department at 1-866-467-7178 for an authorization prior to rendering services to the member (recommended), or

2. Submit a completed Out-of-Network Covering Provider Attestation Form (please refer to Appendix XXVII in the NJ FamilyCare/Medicaid Provider Manual on our provider website: [www.healthfirstnj.org/providerservices](http://www.healthfirstnj.org/providerservices)) along with the corresponding paper claim following the appointment. Note: Submitting an e-claim under this second option will result in denial of payment. E-claims may only be submitted under the first option.

*This policy does not apply to Healthfirst NJ Medicare members, only NJ FamilyCare/Medicaid members.*

If you need additional information, please contact your Network Management Representative or call Provider Services at **1-866-889-2523**.



## Announcement:

# Fraud, Waste and Abuse Vendor Policy



Healthfirst NJ maintains a strict policy of zero-tolerance toward fraud, waste and abuse, and is committed to identifying fraudulent and/or abusive practices. If you suspect fraud, waste or abuse, please call our Fraud & Abuse Hotline at **1-877-879-9137**.

**THE SOURCE**



To view online, please visit [www.healthfirstnj.org/provider/thefsource\\_spring2011.htm](http://www.healthfirstnj.org/provider/thefsource_spring2011.htm)

3. [www.healthfirstnj.org](http://www.healthfirstnj.org)

# Partnering with CareCore



Healthfirst NJ has partnered with CareCore National, LLC, to manage the care of non-emergency, outpatient radiology and imaging services for our members. This agreement benefits everyone, including you and our members, by providing clinical consultation and helping to ensure appropriate radiology/imaging services for members.

Effective March 1, 2011, prior authorization is required for the following procedures:

- CT Scans
- MRA Scans
- PET Scans
- CTA Scans
- MRI Scans
- Nuclear Medicine

Healthfirst NJ appreciates your support and looks forward to your assistance to ensure our members continue to receive high-quality diagnostic imaging services. If you have questions about this program, please contact CareCore Customer Service at **1-877-773-6964**.

# Improving Quality Care for Patients

Each year, the Division of Medical Assistance and Health Services (DMAHS) requires health plans to conduct four (4) state-defined initiatives designed to improve health outcomes and member satisfaction through ongoing measurements and interventions.

Healthcare providers are strongly encouraged to participate in these initiatives and implement action plans to improve performance.

**Healthfirst NJ's four (4) initiatives for 2011 include the following:**

**1. Promoting Early Childhood Oral Health**

Infants and young children are more likely to see their Primary Care Physician (PCP) than a dentist, placing PCPs in a better position to monitor and promote good oral health. As such, it is essential that oral health risk assessments be performed to identify known risk factors.

Healthfirst NJ recommends that all pediatricians and other pediatric healthcare professionals develop working relationships with dentists to ensure that timely appointments and referrals can be made for their patients.

**2. Fighting Childhood Obesity**

The rapidly increasing prevalence of obesity among children is one of the most challenging dilemmas currently facing pediatricians. Childhood obesity rates in the United States have nearly tripled over the past three decades.

Support Healthfirst NJ as we combat this epidemic by performing the following interventions as part of routine pediatric visit:

**Make BMI as 'sixth' vital sign**

- Calculate BMI percentile for enrollees starting at age two (2)
- Calculate BMI value for enrollees age 21 and above

**Provide guidance and recommendations on:**

- Nutritional food options
- Physical activity/exercise

In addition, these are the diagnosis and procedure codes that can be used to report services in a timely manner through claims and encounter data:

Service	CPT4 code	ICD9 code	HCPCS
<b>BMI</b>		V85.51-V85.54	G8417-G8420
<b>Nutrition Counseling</b>	97802-97804	V65.3	G0270-G0271 S9449, S9452, S9470
<b>Exercise/Physical Activity Counseling</b>		V65.41	S9451

**3. Screening for Lead Poisoning**

New Jersey State law (public Law 1995, chapter 328) requires every physician, professional registered nurse, and healthcare facility to screen all children under six (6) years of age who come to them for care.

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## Coping With a Traumatic Event



At any time, a member may experience a traumatic event such as a natural disaster. The provider is an integral part in assisting families with such events. Discuss with your patients the need to create a family disaster plan to help mitigate a lot of problems and complications.

Following a natural disaster, chronic illness can easily worsen due to lack of food and water, extreme heat or cold, stress and exposure to infection. Older adults and people with disabilities are particularly vulnerable during and after a disaster due to their impaired physical mobility, diminished sensory awareness, chronic health conditions, and social and

economic limitations that prevent adequate preparation and hinder adaptability during disasters. Conditions such as arthritis make it difficult to stand in line, walk very far, or sleep on a cot or floor mattress, all of which are typically required in an emergency shelter.

Let's work together to assist members by creating a disaster recovery plan. Ask your patients who their primary source for help is. Help can be in the form of friends, family or neighbors who can help them on a daily basis. Without these support systems in place, an elderly or disabled person can deteriorate easily.

For help assisting your members create a disaster plan specific to their families needs, please go to [www.ready.gov/america/index.html](http://www.ready.gov/america/index.html). For resources specific to New Jersey you may also go to the state's website [www.state.nj.us/health/er/](http://www.state.nj.us/health/er/).

## Improving Quality Care for Patients

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DMAHS requires physicians to follow the schedule below when testing the blood lead levels of NJ FamilyCare/Medicaid members:

- Between nine (9) months and eighteen (18) months, preferably at twelve (12) months of age
- At 18-26 months, preferably at twenty-four (24) months of age, and
- Between twenty-seven (27) to seventy-two (72) months of age for a child not previously tested

Providers are encouraged to use Medtox's filter paper lead and hemoglobin screening to increase compliance for the screening of children for lead.

#### 4. Improving Prenatal Care and Birth Outcomes

Prenatal care is an important healthcare benefit for women. Pregnancy is one of the primary categories for Medicaid eligibility and deliveries account for almost

50 percent of Medicaid inpatient discharges. Women covered under Medicaid are more likely to experience poor birth outcomes than women with commercial insurance. Mothers who received no prenatal care are three to four times more likely to have a low birth weight delivery than those who receive prenatal care.<sup>1</sup>

By starting prenatal care during the first three months of pregnancy, a woman increases her chances of having a safe, healthy pregnancy. Thus, to ensure that pregnant members receive proper and timely prenatal care, it is our goal to encourage providers to notify Healthfirst NJ of the early identification of pregnant women.

For your reference, the following resources are available at [www.healthfirstnj.org/providerservices](http://www.healthfirstnj.org/providerservices):

- AAPD Caries Risk Assessment Tool
- DMAHS Periodicity of Dental Services for Children
- Child/Adolescent Preventive Care Screening Form
- NICHQ Obesity Algorithm

<sup>1</sup> New Jersey State Health Assessment Data (NJSHAD). [www4.state.nj.us/dhss/shad/indicator/complete\\_profile/LBW.html](http://www4.state.nj.us/dhss/shad/indicator/complete_profile/LBW.html)



# Finally, a health plan worth smiling about.

Become a Healthfirst NJ provider  
and discover the difference.  
Call 1-866-889-2523.

- Competitive reimbursement for our physicians
- No written referrals needed for network specialists
- Dedicated Network Management Representatives

If you have colleagues working in our expanded service area, please consider recommending Healthfirst NJ as a participating health plan, and have them contact Provider Services at 1-866-889-2523.



1-866-889-2523 | [healthfirstnj.org](http://healthfirstnj.org)



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## Participating Hospitals

Children's Specialized Hospital  
Christ Hospital  
East Orange General Hospital  
Englewood Hospital and Medical Center  
Hoboken University Medical Center  
Holy Name Hospital  
Jersey City Medical Center  
Palisades Medical Center  
Raritan Medical Center – Old Bridge  
Raritan Medical Center – Perth Amboy

Robert Wood Johnson University Hospital Hamilton  
Somerset Medical Center  
St. Clare's Hospital – Boonton Township  
St. Clare's Hospital – Denville  
St. Clare's Hospital – Dover  
St. Clare's Hospital – Sussex  
St. Joseph's Regional Medical Center – Paterson  
St. Joseph's Regional Medical Center – Wayne  
St. Michael's Medical Center  
Trinitas Regional Medical Center

Healthfirst New York (Managed Health, Inc. and Healthfirst PHSP, Inc.) and Healthfirst NJ (Healthfirst Health Plan of New Jersey, Inc.) maintain separate provider networks. Members must see providers in their health plan's network for services to be considered in-network. Services rendered without prior authorization by providers or facilities outside of the network designated by the member's health plan are considered out-of-network and shall be the member's financial responsibility (excluding emergent care).

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