



# NETWORK news

Connecting Clients, Payors and Brokers with the HealthLink Network

second quarter 2010

## Capsule

### Do We Have Your Current Information?

Has your office relocated? Do you have a new phone number or email address? If so, we'd like to know about it. Call your HealthLink representative or email [PayorRelations@HealthLink.com](mailto:PayorRelations@HealthLink.com) with your new contact information.

### Springfield's Memorial Medical Center Designated as Primary Stroke Center

HealthLink congratulates Memorial Medical Center for its recent certification as a primary stroke center by The Joint Commission. Stroke is a leading cause of serious, long-term disability in the U.S. and is the nation's third leading cause of death. This certification recognizes Memorial for exceptional efforts to foster better outcomes for stroke care. Memorial Medical Center is part of the Memorial Health System and is a participating HealthLink PPO and Open Access provider.

## Midwest Market Focus

HealthLink is focused on strengthening market share in regions where we anticipate maximum growth potential because of the maturity of our network arrangements and market demands. These regions include our established, Midwest markets of Arkansas, Missouri and Illinois along with the bordering eastern states of Indiana and Kentucky. As always, HealthLink's primary objective will be to provide its customers with access to quality, cost-effective health care providers.

### Membership Growth

With over 800,000 members, HealthLink is a strong, viable network in the Midwest region. In 2009, HealthLink's fastest growing market was northern Illinois (Chicago Metro area) where we experienced significant membership growth. If you are interested in accessing HealthLink in the northern Illinois market, please contact us for additional information. HealthLink continues to be well-positioned in southern Illinois, where we are the "preferred" network with more than 250,000 members. And HealthLink is pleased to welcome back Illinois and Missouri clients, Casino Queen and Missouri Bankers Association. Development of HealthLink's PPO networks in Kentucky and Ohio continues and targets self-insured employer health benefit plans.

### Flexible Product Portfolio

HealthLink's flexible product portfolio fuels our growth in the market. Our PPO or Open Access

network can be integrated into most health benefit plans designs, as well as our wellness options such as healthy living web resources, worksite wellness and lifestyle management programs. And through our affiliate, HealthLink continues to offer specialty product lines including dental, vision, life and disability programs.

### Long Term Business Relationships Are Key

The success of HealthLink's market focus is dependent on our business relationships with you – insurers, third party administrators, and employers. Thank you for continuing to partner with us. With network competitiveness, product flexibility and sound business relationships, we will continue to pursue new business opportunities in favorable markets, as well as provide clients who have members residing or traveling outside the HealthLink service area with a national network solution.

### Texas/Mid Atlantic Exit Strategy

As previously announced, HealthLink's PPO network and National Capital PPO (NCPPO) network will no longer offer access to membership in either the Texas market, or the Mid-Atlantic markets of Northern Virginia, Maryland and Washington D.C. as of June 1, 2010. HealthLink clients domiciled in Texas and the Mid-Atlantic region were notified last fall to transition to other networks.



## American Recovery and Reinvestment Act of 2009 (ARRA)

ARRA, often referred to as the Stimulus Act or HITEch Act, is federal legislation that was signed into law on February 17, 2009. This legislation has extensive dollars in federal spending associated with its implementation, involving a substantial allocation for health information technology (HIT), including electronic health records, intended as a measure to help reduce the cost of health care.

The U.S. Congress believed that it was important to enhance individual privacy rights within the Stimulus Act, in order to help offset the perceived risk that is associated with electronic medical records and other HIT programs. As the result, this new law carries significant changes to health information privacy practices.

ARRA includes: (1) a COBRA premium subsidy program, (2) new HIPAA privacy provisions and security requirements, and (3) disclosure requirements for entities using Electronic Health Records (EHRs).

By definition, ARRA requirements apply to covered entities defined to include health plans, health care clearinghouses, and health care providers who receive, maintain, or disclose individually identifiable health information in any form or medium. Under this regulation, certain HIPAA privacy and security obligations applicable to covered entities also apply to business associates.

### **Privacy Provision: Security Breach Notification**

ARRA creates a federal requirement to immediately notify each individual whose unsecured PHI

is the subject of a breach, or is reasonably believed to be subject to a breach. And as appropriate, breaches are to be reported to the Group Health Plan affected by the breach, the Secretary of Health and Human Services (HHS) and in some instances, the local news media.

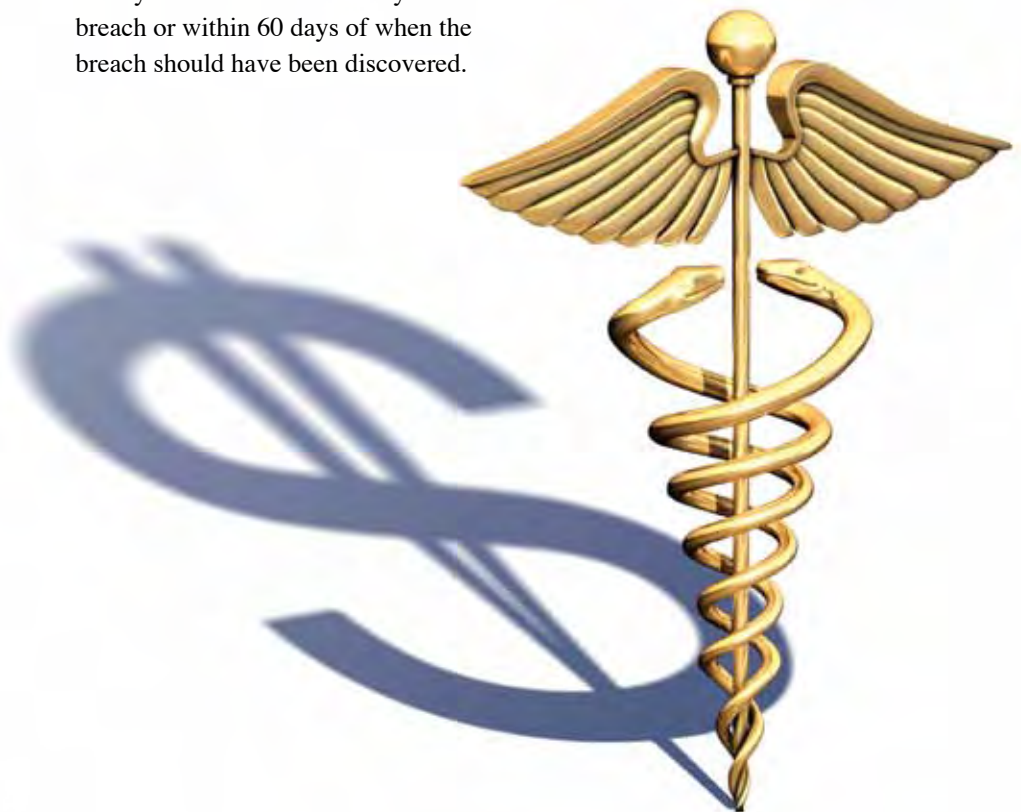
The term “breach” is defined as an unauthorized acquisition, access, use or disclosure of PHI which compromises the security or privacy of the PHI, with limited exceptions. It involves disclosure of PHI to an unintended recipient, including for example, such data as Social Security number (SSN), name, date of birth, diagnosis, address, and/or credit card information.

According to ARRA:

- The notification must be made within 60 days of the actual discovery of a breach or within 60 days of when the breach should have been discovered.

- If a breach impacts 500 or more individuals, the Secretary of HHS must be notified. If 500 or more residents of a particular state or jurisdiction are involved in the breach, notice must also be made to prominent media outlets.

HealthLink has adopted and, where applicable, expanded its existing privacy and security protocols to meet the requirements of ARRA. As such, HealthLink has updated its Business Associate Agreement (BAA) incorporated in HealthLink’s agreements. HealthLink contracted business partners have been mailed such Business Associate Agreement Amendment. If you have any questions regarding the amendment, please contact your HealthLink representative or email [PayorRelations@healthlink.com](mailto:PayorRelations@healthlink.com).





## ProviderInfoSource®: Your Partnership is Important!

*ProviderInfoSource* enables HealthLink contracted providers to access secure information about claim status, member eligibility and payor information from a single point of contact. This valuable online resource can help reduce administrative costs associated with claim payment status inquiries. Benefit administrator participation in *ProviderInfoSource* helps providers reduce their administrative overhead and assists HealthLink with ongoing network negotiations and provider relation efforts. HealthLink representatives will be contacting you to partner with us in this service for providers.



Providers can:

- Determine the status of a claim and verify patient eligibility.
- Send questions and/or requests to HealthLink via a secure mailbox.
- Access payor contact information.

System enhancements coming soon:

- Increased security – better privacy protection for all users and members. For security purposes, if a user has not logged in over a period of 30 days, the account is automatically locked.
- “Find a Payor” feature – increased data precision to better assist in claims resolution.



## Meet Verna, HealthLink’s Newest Payor Relations Team Member!

HealthLink’s Payor Relations Department would like you to meet our newest member, Verna England. While Verna is new to the Payor Relations department, she has been with HealthLink for more than seven years and understands HealthLink products and services, as well as our market segments and distribution channels. As a HealthLink Payor Relations Specialist, Verna’s primary role is to provide outstanding service to her designated payor groups. Verna will

also be a vital team member in providing payor assistance with HealthLink’s travel network. Verna is excited to have the opportunity to work for HealthLink payor clients and is committed to providing value, service and accountability to our business partners.

Outside of HealthLink, Verna works toward obtaining her BA degree and enjoys

spending time with her husband and four daughters. Verna and her family reside in St. Louis.



*Verna England*

second quarter 2010



# Go Green with HealthLink



**Help us save the environment! HealthLink newsletters, network development updates and other communications are available electronically.**

**Reducing our carbon footprint is an important step toward minimizing the load in our landfills. If you would like to receive future communications by email, please complete the information below or contact your HealthLink representative.**

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Fax: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

**Going Green Helps the Earth.  
Thanks for Your Help in This Initiative!**

# Provider Updates

## New Contracts

### *PPO, Open Access & Workers' Compensation*

Christian Homes (The Christian Village, Lincoln, IL; Washington Christian Village, Washington, IL; Pleasant Meadows Christian Village, Chrisman, IL; Wabash Christian Retirement Center, Carmi, IL). Effective 2/1/10

Freeman Surgical Center, LLC, Joplin, MO. Effective 6/1/10

Marion Eye Surgery Center, Marion, IL. Effective 4/15/10

Mercy Children's Health Services, St. Louis, MO. Effective 4/1/10

Pegasus Emergency Group Moberly, LLC, Moberly, MO. Effective 3/1/10

Twin Lakes Rehab & Health Care, Paris, IL. Effective 3/1/10

### *Open Access*

Cape Care for Women, LLC, Cape Girardeau, MO. Effective 4/1/10

Marshall Clinic, Effingham, IL. Effective 2/1/10

## Termed Contracts

### *PPO*

Lake Forest IPA, multiple locations in Illinois. Effective 1/31/10

Lake Shore Pediatrics, Lake Forest, IL. Effective 1/31/10

Texas Health Presbyterian, Winnsboro, TX. Effective 2/28/10

## Provider Mergers

BroMenn Healthcare merged with Advocate Health and Hospitals Associations effective 1/6/10. Hospitals to be renamed to Advocate Bromenn Medical Center and Advocate Eureka Hospital (Advocate TIN to be used).

Carle Clinic Association integrated with Carle Foundation Hospital effective 4/1/10. Carle Clinic became a "sister organization" of the Carle Foundation Hospital.

Springfield Radiologists merged with Central Illinois Radiological Associates effective 2/1/10.

## Welcome to

# NETWORK news

Our goal in creating Network News is to inform clients of pertinent information helpful to your business relationship with HealthLink. We welcome your ongoing feedback.

Editorial Board: Dennis Matheis, HealthLink President; Mary Hargadine, RVP, Payor Relations & Business Development; Tami Fenstermacher, Technical Writer, Payor Relations; Susan French, Manager, Marketing/Communications; Jeff Wulfert, Senior Designer; Susie McDonald, Managing Editor. *Comments or suggestions: (800) 624-2356.*

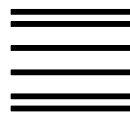
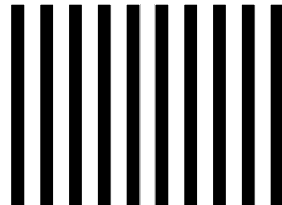


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