



# NETWORK news

Connecting Clients, Payors and Brokers with the HealthLink Network

fourth quarter 2011

## Capsule

### Did You Know?

Does your reinsurer require HealthLink data analysis? We would be happy to help! Just call your HealthLink Representative or email [PayorRelations@HealthLink.com](mailto:PayorRelations@HealthLink.com) with your request and/or your reinsurance contact information.

### Do We Have Your Current Information?

Have you relocated? Do you have a new phone number or email address? Please be sure to inform us of these types of changes as soon as possible. You can contact your HealthLink Representative or email [PayorRelations@HealthLink.com](mailto:PayorRelations@HealthLink.com) with your new contact information.



## HealthLink Speaks to **SMARTBUSINESS** on Managing ER Health Care Costs

Mark Haegele, HealthLink's Sales and Account Management Director, continues speaking with *Smart Business*, St. Louis on the topic of controlling health care costs. Most recently, Mark discusses how employers can lower emergency room health care costs by managing member utilization.

As recently discussed with *Smart Business*, Mark suggests that employers review their claims data first, and as your business partner, HealthLink would appreciate the time to do this with you. Start by looking at your ER usage and other high utilization data points, identifying trends in utilization that are areas of specific concern. First, identify if overuse of the emergency room is an issue, and if it is, identify what is driving it. We would want to look for specifics like has the number of visits, or cost of visit(s), per member per month gone up year after year? If so, why? Or is there a subset of your health plan's population who go to the ER more frequently? If so, can we help with case management nurse services? A primary care physician? Or can the population be educated on a more appropriate, available level of care?

Additionally, we would like to look at the reasons for the ER visits and determine if the categories of care should be managed with alternative services, such as 24-hour nurse hotlines, urgent care clinics, or clinics in pharmacies. There are two broad categories of ER care: symptom, injury or poisoning, and disease or virus. We believe that the majority of the disease and virus category (e.g. sinusitis, flu, cough, headache, etc.) can be managed with lower-cost alternatives. And data shows that this category accounts for more than 60% of ER visits.



Mark Haegele

After reviewing your ER usage, we encourage you to implement a specific action plan to modify utilization and create awareness. We believe that when you communicate with your members about proper use of the ER, and ER alternatives that are more easily accessible, less expensive and more convenient, it will benefit your health care costs.

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## HealthLink Client Access (a/k/a Web Claim Repricer) System Conversion Coming Soon



HealthLink Client Access is an online tool that allows clients to enter professional medical claims, review pending claims and search for related claims information. HealthLink Client Access is not intended to replace HealthLink's standard claims processing model, to receive and re-price all participating provider claims, but rather to assist clients with improving claims process timeliness surrounding misdirected provider claims and urgent claims processing.

HealthLink Client Access, HealthLink's web claim repricer portal is undergoing a hardware upgrade and numerous security enhancements that are expected to be completed in early 2012. As a result of

this conversion, some user administrative functions are changing. If an existing user account has not been logged into since March 31, 2011, users will need to request new account access.

HealthLink Client Access is accessed using any web browser or by going to HealthLink's website, [healthlink.com](http://healthlink.com). If you have any questions, please contact your HealthLink Representative or email [PayorRelations@HealthLink.com](mailto:PayorRelations@HealthLink.com).



## HealthLink Supports Juvenile Diabetes Research Foundation

HealthLink is proud of its commitment to the metro St. Louis community. In October, HealthLink associates participated in the Juvenile Diabetes Research Foundation's (JDRF) Walk to Cure Juvenile Diabetes. Fundraising activities, both on site at HealthLink and during the Walk, were a huge success. HealthLink associates demonstrated their generosity and commitment by putting their hearts, time

and effort into helping find a cure for children with juvenile diabetes.



*This year, HealthLink associates raised more than \$1,800.00 for JDRF.*



## URGENT – 5010 Compliance Date is January 1, 2012

HealthLink fully supports the HIPAA 5010 mandate and is able to support 5010 transaction transmission compliance today. It is our expectation that all EDI trading partners support the mandate and be fully migrated to the 5010 standards by January 1, 2012 as well. Any Trading Partner (insurance carrier, third party administrator, employer group, software vendor, or clearinghouse) concerned in their ability to migrate to 5010 by the January 1, 2012 mandate should contact us immediately to discuss contingency planning options to ensure continuity of processing January 1, 2012 and establish a testing and transition plan for 5010.

On January 16, 2009, the U.S. Department of Health and Human Services (HHS) released the final rule under the Health Insurance Portability and Accountability Act of 1996 (HIPAA) regarding updated standards for electronic health care transactions: X12 Version HIPAA 5010.

In October 2010, HHS adopted changes to the X12 Version HIPAA 5010 for certain transactions. Additionally, HHS adopted the term Errata (meaning “changes”) that will impact the implementation of HIPAA 5010. Effective January 1, 2012, we plan to comply with using only the latest approved X12 Version 5010 for HIPAA transactions.

The HIPAA 5010 final rule applies to all HIPAA-covered entities, including health plan, health care clearinghouses and certain health care providers. Version 5010 is designed to bring a more consistent use of health care transactions to the industry, ultimately making it easier for health care providers to submit the same information to all insurance carriers.

HealthLink is committed to working with our trading partners to ensure a successful conversion to the Version 5010 HIPAA transactions. See contact information below.

### Contact Information:

Email Address: [HL\\_5010@HealthLink.com](mailto:HL_5010@HealthLink.com)  
Phone: 5010 Implementation Team at (314) 925-6004, Monday - Friday, 8:00am – 5:00pm CST  
Website: [healthlink.com](http://healthlink.com) (search 837)

## HealthLink Speaks to Smart Business on Managing ER Health Care Costs

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Employers, hospitals, members and insurance companies all have to work together to address the rising cost of health care. We ask that you work with us by looking at your claims utilization and benefit design, as well as ways to educate your enrollees. We believe that it is important to educate enrollees on their responsibility to do what is good for them, keep dollars in their pockets and appropriately use their benefits.

For more information on this subject, please contact your HealthLink Representative or Mark Haegele at [Mark.Haegele@WellPoint.com](mailto:Mark.Haegele@WellPoint.com).

**SMART BUSINESS**  
INSIGHT. ADVICE. STRATEGY.



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# Provider Updates

## New Contracts

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

- Select Specialty Hospital, Springfield, MO. Effective 11/1/11.

### *PPO & Open Access*

- Midwest Orthopaedic Center, Peoria, IL. Letter of Agreement (LOA) effective 6/15/2011.
- St. Margaret's Health Organization Physician Hospital Organization, Spring Valley, IL. Letter of Agreement (LOA) effective 7/1/2011.
- Mettler Center, LLC, Champaign, IL. Effective 10/1/11.

### *PPO*

- Extencicare Homes, LLC dba Elizabethtown Nursing and Rehabilitation Center, Elizabethtown, KY. Effective 8/1/2011.

Effective 9/1/2011

- Middlesborough Emergency Physicians, LLC, Middlesboro, KY.
- Apogee Medical Group Kentucky, Corbin, KY.
- Family Medicine Associates of Flemingsburg, Flemingsburg, KY.
- Eastern Kentucky Kidney Care Inc., Pikeville, KY.
- Princeton Family Care, PLLC, Princeton, KY.
- The Pain Treatment Center of the Bluegrass d/b/a Stone Road Surgery Center, Lexington, KY.

## Contract Terminations

Tenet Health Care (St. Louis University Hospital and Des Peres Hospital), St. Louis, MO. Effective 12/31/2011. Negotiations continue.

## 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: Steve Martenet, HealthLink President; Brian Fallon, Director of Payor Relations and 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.*



*HealthLink<sup>®</sup>, Inc., is an Illinois corporation. HealthLink, Inc. is an organizer of independently contracted provider networks, which it makes available by contract to a variety of payors of health benefits. HealthLink has no control or right of control over the professional, medical judgment of contracted providers, and is not liable for any acts or failures to act, by contracted providers. HealthLink, Inc. is not an insurance company and has no liability for benefits under benefit plans offered or administered by payors. HealthLink<sup>®</sup> is a registered trademark of HealthLink, Inc. and a subsidiary of WellPoint, Inc.*

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# Go Green with HealthLink<sup>®</sup>



**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: \_\_\_\_\_

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

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

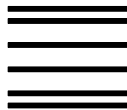
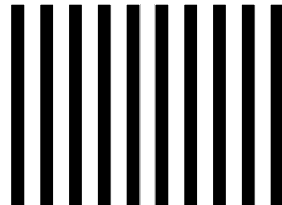
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**Going Green Helps the Earth.  
Thanks for Your Help in This Initiative!**



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