

The Contra Costa Health Plan Provider Bulletin

Honoring One of Our Own

For 39 years Contra Costa Health Services has been home to **Beverly "BJ" Jacobs, RN, BSN, FNP, MHS.**



**Beverly "BJ" Jacobs, RN, FNP, MHS
Provider Relations**

While pursuing her career in Nursing, BJ with her husband Jack, now married 55 years, began raising their family of three children. They now are proud grandparents to five and great grandparents to three.

BJ graduated from St. Mary's

Hospital School of Nursing in 1953 and received her RN degree. She received her BSN from San Francisco State University in 1970. It was at that time her career began with CCC Health Services as a Public Health Nurse.

In 1976, BJ obtained her FNP, MHS from Univ. of California, Davis, and became a Family Nurse Practitioner with Contra Costa County. Her expertise had her providing direct primary care in the hospital-sponsored Family Practice Clinic, the Emergency Department, Specialty Clinics, Public Health Clinics and the Inpatient Mental Health Units.

During this same time, 1977-1982, BJ also took on the role of a Public Health Program Specialist. Under a large federal grant, she developed and implemented the Teen Age Program (TAP) which trained peers in health education programs in all County secondary schools as well as youth detention facilities.

In 1986 BJ accepted the position of Director, Public Health Clinic Services. This position involved managing health care delivery programs, providing services as a Public Health clinical specialist, developing health screening and preventive health programs with outside funding sources. Programs were also developed specific to teens, including School Based Health Centers, and the successful integration of school district and Health Department programs.

Provider Relations was the next step in BJ's career with CCC. For the past nine years BJ has been a member of the Provider Relations team. Her role has been critical in overseeing and monitoring audits, as well as community liaison and continuing to promote positive relationships with the medical providers in the community.

We thank you BJ, for your dedication, service and commitment to caring for the community and Contra Costa Health Services!



**BJ and Diana Burnside, MSN, RN-C
CCRMC Neo-Natal Unit**

CCRMC Receives CHCF 2008 LEAP Award!



The Contra Costa Regional Medical Center family and internal medicine physician training program for the outpatient specialty clinics was one of five winners of the **Leveraging Excellence Advancing Practice (LEAP)** Award for 2008. The LEAP Award is given to safety-net clinics that are using innovative concepts to provide care to underserved Californians. Congratulations!



Quality Management

Last September Contra Costa Health Plan welcomed **Bayley Raiz** (pronounced Rays) as the new Director of Quality Management. Bayley will be leading CCHP's efforts in the areas of quality improvement, performance measurement, disease management, and meeting the cultural and linguistic needs of persons served by CCHP. Bayley hopes to bring a practicality to his role with CCHP by turning data into information that is both meaningful and useful for all. Bayley's research background will inevitably serve CCHP quite well as the health plan continues to improve services related to avoidable emergency room visits and reducing health disparities.



Bayley comes to CCHP well prepared with both a Masters in Social Work and Business Administration while he currently is completing his Doctoral degree in Health Science. He also has 12 years experience in various health and human service agencies in both the nonprofit and government sectors. Just prior to joining CCHP, he was with Napa County Health and Human Services Agency where he assisted in the development of a robust performance measurement system. Prior to his service with Napa county, Bayley worked with Walden House in San Francisco as the Director of Research and Quality Improvement. Back east in Maryland, he led many nonprofit organizations in the areas of accreditation, compliance, quality improvement, research and risk management.

In his first few months at CCHP many changes have already occurred. To name a few changes: contracts for the Healthcare Effectiveness Data and Information Set (HEDIS) audit were secured, new employees have been hired, team building has begun to solidify the units efficiency and multidisciplinary teams have been created to address each project. Bayley is optimistic of the upcoming HEDIS audit season CCHP undergoes every year and just hopes providers are as helpful as they were last year. "I believe that the HEDIS process, while arduous, will be smoother than ever with the ongoing support of the CCHP team and providers," says Bayley.

HIGHLIGHTS IN THIS ISSUE

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Asthma Education

CCHP Partners with the American Lung Association to Host Asthma Class for Adults

The **Breathe Well, Live Well** asthma management class will be presented on April 1st at the Contra Costa Regional Medical Center. This 3 hour, small group workshop aims to help asthmatics control and reduce symptoms. An American Lung trained facilitator will provide education surrounding asthma basics, recognizing and controlling triggers and self-management.

Participants will receive a complimentary meal, \$25 Target gift certificate, educational materials, spacer and a six week follow up phone call.

Please contact CCHP's Disease Management Unit
(925) 313-6060 to find out more about
enrolling patients in future classes.



Pharmacy & Therapeutics Meeting Update

The Pharmacy and Therapeutics committee at CCHP reviewed the efficacy, safety, cost and/or utilization of the following therapeutic categories/medications at the March 6, 2009 meeting. Changes should be effective on approximately April 20, 2009.

Aldara® (imiquimod)	Topical Debridement Medications	Suboxone/Subutex® PA criteria
Celebrex® (celecoxib) PA criteria	Proton Pump Inhibitors PA criteria	

The committee ***approved & added*** the following to the Preferred Drug List (formulary):

- ♦ Aldara® with quantity limit of 1 fill per 30 days
- ♦ Santyl® (collagenase)

The following were reviewed and ***prior authorization criteria*** approved or updated (remain non-formulary):

- ♦ Banzel® (rufinamide) for a diagnosis of Lennox-Gastaut syndrome and as adjunctive therapy
- ♦ Celebrex®(celecoxib) for >60 years of age, concurrent anticoagulant/antiplatelet therapy, hx PUD, GI hemorrhage, or corticosteroid therapy
- ♦ Proton Pump Inhibitors: Kapidex® (dexlansoprazole) to be non-formulary
- ♦ Suboxone/Subutex® longer duration of PA approval

FYI/REMINDERS:

Effective April 1st, BHC and HCl recipients will be required to get their HIV medications thru the Aids Drug Assistance Program (ADAP). CCHP in the past has provided coverage while patients were encouraged to apply. Claims for these medications will be blocked at the pharmacy if billed under CCHP. If your patients need to enroll for ADAP, please call (925) 313-6771 (or toll free 800-287-0200).

With allergy season just around the corner, we wanted to remind you that our preferred oral H1 anti-histamines are loratadine OTC* and cetirizine OTC*. Our preferred nasal steroids are generic flunisolide 0.025% and fluticasone.

(*OTC's are not covered for commercial members)

SelectCare News

SelectCare is a Medicare Advantage Special Needs Plan offered by Contra Costa Health Plan. It is designed for Medicare beneficiaries who are also enrolled in the California Medi-Cal program. More information about SelectCare can be found out <http://www.contracostahealthplan.org>. The SelectCare formulary can be found at <http://selectcare.performrx.com/>. No changes thru January 2009 have occurred to the SelectCare formulary.

Tidbits From the Utilization and Case Management Team

What about the Community Provider Referral (HP200-7) Form?

1. This form was created for our CPN PCP's to allow them direct access and referrals to some of our specialty care providers.
2. The form enables contracted specialty care providers to see our members up to 2 times without CCHP authorization.
3. The instruction sheet (cover page of the form) helps PCP's determine if the form can be used to make a direct referral to a contracted specialty provider. **Please note: Some specialty referrals, such as pain management, require the completion of a Prior Authorization (PA001) form.**
4. Making photocopies of the Community Provider Referral Form for future use is unacceptable because these forms are prenumbered and each prenumbered form correlates to a claim payment. When the prenumbered form is used more than once, there is a risk of nonpayment.
5. CPN PCPs need to forward a copy of the completed Community Provider Referral Form (HP-200-7) to the Authorization Unit at (925) 313-6058 so that we can generate a case number in the system and facilitate prompt payment to specialty providers.

If you have any questions or comments about these topics, or you have suggestions to enhance our authorization process, please contact the **Authorization Supervisor, Diane Doran, RN** at (925) 957-7422.



COMMUNITY PROVIDER REFERRAL FORM FOR 2 INITIAL VISITS



Need more forms?

**Please Call
Provider Relations
(925) 313-9500**



Statewide Emergency Room Health Education Campaign

Contra Costa Health Plan (CCHP) has been working with the Department of Health Care Services (DHCS) statewide collaborative to reduce emergency room (ER) visits. The collaborative is working to identify instances where a ER visit could be better treated by a primary care physician (PCP). As a part of this collaborative CCHP will be implementing a health education campaign to reduce avoidable ER visits. CCHP will be contacting your offices about distribution and posting of these materials in the next few months. Your participation and support is appreciated as we continue to improve services for our members. **Please contact Patricia Sanchez, Senior Health Education Specialist at (925) 313-6019 or at psanchez@hsd.cccounty.us** should you require additional information regarding this statewide collaborative project.



Compliance Update

As a Contra Costa Health Plan provider, you should be aware that there are Federal and State False Claims Acts that prohibit any person from “knowingly” presenting or causing to be presented false or fraudulent claims for payment by federal, state or local governments. These laws also include any false statements or records that support payment. CCHP is committed to fighting fraud, waste and abuse. We would like you to keep these rules in mind when you submit documentation for payment of services. If you would like more information on CCHP's policies against fraud, waste and abuse, **please contact Provider Relations at (925) 313-9500.**

New WIC Program Food Enhancements

Starting October 2009, California WIC agencies will begin issuing new WIC food packages. To promote the new WIC foods, local WIC agencies in partnership with the health care community and grocers, will use carefully researched and planned health messaging strategies designed to promote behavior change and healthy habits everyday. The new WIC food packages closely align with current American Academy of Pediatrics feeding practice guidelines, and **the US Dietary Guidelines for Americans**. This is the first comprehensive revision since 1980.



The following is a summary of the information physicians should know about the new WIC food packages:

- The changes incentivize breastfeeding in several respects. First, by reducing the formula allowance for partially breastfed infants and secondly, by greatly expanding the amount of food for the breastfeeding baby.
- Infants 6-11 months old will receive less formula and more baby food items.
- The food allowances for milk, eggs, and juice have been reduced. Juice is eliminated from infant food packages.
- For the first time, fruits and vegetables are available to **WIC infants**, children, postpartum and breastfeeding mothers.

Health care providers will be required to document on the WIC referral form both WIC foods and formula issued to medically fragile WIC infants, children, and women. To view the new requirements related to health care providers go to <http://www.fns.usda.gov/wic/regspublished/foodpackages-interimrule.htm> Pages: 68986-68988. Information about the new WIC food packages or the WIC's Healthy Habits Campaign can be viewed at www.cdph.ca.gov/programs/wicworks/pages/default.aspx

Free Training for Physicians, Nurses and Office Staff on Cultural Sensitivity

AHIP America's Health Insurance Plans has expanded their Cultural Sensitivity Training. CCHP encourages all providers and their staff to educate themselves and be prepared to serve California's diverse patient population. To help address the growing need to deliver effective cross-cultural healthcare, AHIP has expanded a component of its Addressing Disparities in Health initiative. *Quality Interactions: A Patient-Based Approach to Cross-Cultural Care* is AHIP's web-based portfolio of cross cultural courses developed by the *Manhattan Cross Cultural Group*.



Overall Purpose/Goal

Quality Interactions is an evidence-based, case-based learning program, which focuses on common clinical and non-clinical cross-cultural scenarios that build a framework of knowledge and skills for communicating with, and delivering quality care to diverse populations. The e-learning format makes it easy to complete and review course content whenever your schedule permits. Free courses are available for Physicians, Nurses or any health care staff: CME's, CEU are available. To register and learn more go to:

<http://www.ahip.org/disparities/QIModules/>

Welcome

Welcome

CCHP would like to welcome the following Primary Care Physicians

Elmer Jumig, M.D.
Pediatrics
East Bay Pediatrics

Porshia Mack, M.D.
Pediatrics
Brookside Community
Health Center

Sandy Dosanjh, M.D.
Family Medicine
CCRMC,
Martinez Health Center

Manoj Desai, M.D.
Pediatrics
San Pablo

2009 Audiometric Screening Training

Contra Costa Health Services Child Health and Disability Program invites providers to participate in a 2009 Audiometric Screening Training. This is being offered on two dates: **Wednesday, April 22nd in Richmond** and **May 13th in Concord**. A DVD lecture presented by Steven J. Rawiszer, Audiologist and Hearing Conservation Specialist for the Children's Medical Services Branch of the State Department of Health Services, will provide technical information, theoretical concepts and practical tips for effectively working with young children. **Contact CHDP Program, Roxzanne Carrillo for information at (925) 313-6810.** Registration is limited.



The Bulletin Board



Send All Claims to:

Contra Costa Health Plan
P.O. Box 2157
San Leandro, CA 94577

Important Claims Submission Address Changes for Docustream

Courier Claims Address:

Contra Costa Health Plan
14860 Wicks Blvd
San Leandro, CA 94577



Green Tips for your Office

- ◆ Use timers on lights and equipment for efficiency and cost saving
- ◆ Save paper—copies of multiple pages are 2 sided
- ◆ Computers and equipment are Energy Star

Happy Administrative
Professional's Day
April 22, 2009

Holiday Observed by CCHP

Memorial Day May 25, 2009

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 reached by calling 1-877-661-6230 (press 1)



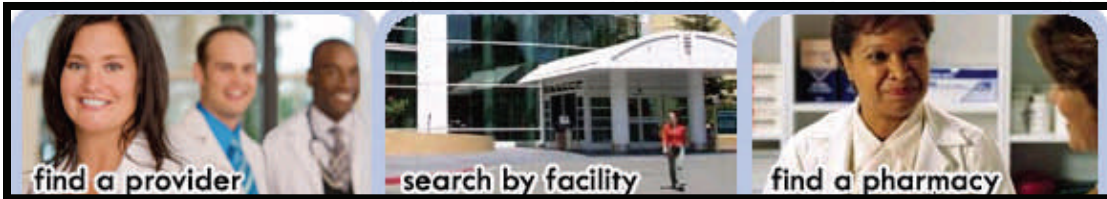
Mark your Calendar for Our Next Community Provider Network Meeting



West County April 21, 2009
Doctors Medical Center
2000 Vale Road, San Pablo, CA 94806
7:30 - 9:00 AM

****Central/East County April 28, 2009****
****NEW LOCATION****
1350 Arnold Drive, Conf Room #103
Martinez, CA 94553
7:30—9:00 AM

We encourage and appreciate your participation!



**Visit our New CCHP
Provider & Pharmacy Online Search Engine (OSE)**
Please visit our website at: www.contracostahealthplan.org

Contra Costa Health Plan Provider Relations Contact Information

595 Center Avenue, Suite 100, Martinez, CA 94553
(925) 313-9500 Main Number (925) 646-9907 Fax Number
Email: ProviderRelations@hsd.cccounty.us

<i>Tracy Ann Ealy</i>	Director of Provider Relations	(925) 313-9501	tealy@hsd.cccounty.us
<i>Ruth Perez</i>	Administrative Assistant	(925) 313-9505	rperez2@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

The Editor welcomes your comments and suggestions,
please contact Tracy Ann Ealy at ProviderRelations@hsd.cccounty.us.

Community Provider Network Update Form



On a quarterly basis, CCHP is contractually required to verify the information we have on file for your practice. We have enclosed a form for you to complete and fax back to us at (925) 646-9907 or E-mail back to ProviderRelations@ccccounty.us.

In an effort to be more cost effective and “green”, we offer the option of e-mailing to you or your practice manager all provider communications. There is a place on the Provider Network Update Form to list an E-mail address where you prefer communications to be sent. If you do not have e-mail access, we will continue to send provider information by mail.

Fall Prevention Program



The Fall Prevention Program of Contra Costa County is a program by Meals on Wheels Senior Outreach Services in partnership with Contra Costa Area Agency on Aging, Contra Costa County Employment and Human Services Department, IHSS, CCC Health Services, Jewish Family and Children's Services, John Muir Senior Services and CCC Fire Protection District. We strive to reduce preventable injuries, loss of independence, costs and deaths associated with falls among seniors and people with disabilities in our county.

Services Offered:

- ◆ Free workshops on fall prevention to service providers for staff, as well as clients
- ◆ Participation in an active community coalition of over 70 agencies county wide

The home safety component of the program is in place to help older adults age in their homes and reduce falls with the use of a Home Assessment by a licensed Occupational Therapist, and modifications such as grab bars, railings, and other safety features to assist an older adult to get around the house with less risk of falling.

We are seeking referrals for unpaid care providers working with clients over 60. If the client is at risk for a fall, we would like to help the unpaid care provider and the client perform daily activities with ease, and reduce the risk. These services are free. **Please call Gennifer Mountain (925) 937-8311 Ext 10 for more information.**

Contra Costa Health Plan

595 Center Avenue, Suite 100, Martinez, CA 94553
Ph. (925) 313-9500 Fax (925) 646-9907

www.contracostahealthplan.org



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