

SPECIAL eBULLETIN

FOR PROFESSIONAL PROVIDERS

DEC. 7, 2015

ATTN: PRIMARY CARE PHYSICIANS

YOUR ELIGIBLE FEMALE MEDICARE ADVANTAGE PATIENTS MAY ASK YOU ABOUT BONE MINERAL DENSITY (BMD) TESTING

As a physician, you undoubtedly recognize the importance of clear communication and follow-up care for all patients, including older adults. Highmark recently mailed a letter to orthopedic physicians to promote their communicating back to PCPs regarding any common Medicare Advantage patients they may be treating who are women between the ages of 67 and 85 and who have experienced a recent fracture. We're hopeful that this outreach will improve care quality and assist in coordinating care.

In November 2015, Highmark began mailing [cards](#) to our female Medicare Advantage members who have been identified as having had a recent fracture and who need either a BMD test or an osteoporosis medication. The card encouraged members to call their PCPs and request a prescription for the BMD test. As a result, you may receive requests for BMD prescriptions from your eligible Highmark Medicare Advantage members in the days and weeks ahead. The card also reminded members that they can call their health coach to discuss preventive care options.

Highmark has contracted with Lackawanna Mobile X-Ray, Inc., to perform in-home DEXA scans of the heel as an option for patients who are unable to go to a facility for testing. Patients residing in nursing homes are eligible for this testing as well. Lackawanna Mobile X-Ray's toll-free phone number is 1-877-684-9729, and a form to order the mobile BMD test is found here on the following page. For more information about Lackawanna Mobile X-Ray, contact your Highmark Provider Relations Representative.

Your cooperation in ordering BMD testing for our identified Medicare Advantage members is greatly appreciated. And we thank you for your commitment to quality and to serving our members' health care needs. For your future reference, this Special eBulletin and BMD test order form — along with the card that we began mailing to eligible Medicare Advantage members in November — are available on the Medicare Advantage Stars page of our online Provider Resource Center (which is accessible via NaviNet® or under Helpful Links on our website). On the Medicare Advantage Stars page, click on *Osteoporosis Management in Women Who Had a Fracture* in the 2015 MA Incentive Measure Table to access these materials.

*Bone mineral density (BMD) testing is a covered benefit and may be performed every two years for Highmark members who are women and are over the age of 65. Please be sure to check the member's benefits via NaviNet or by using the appropriate HIPAA electronic transactions before ordering testing or providing any services. Providers who don't have NaviNet or access to the HIPAA electronic transactions may call Provider Service to verify member benefits and eligibility.



Fifth Avenue Place • 120 Fifth Avenue • Pittsburgh, PA 15222-3099

Highmark Blue Cross Blue Shield is an independent licensee of the Blue Cross and Blue Shield Association

Bone Mineral Density Screening In-home Option Order Form

Physician Information

Ordering Physician		NPI#	
Practice Name			
Address			
City		State	ZIP Code
Phone Number		Contact Name	
Attach order for " DEXA scan for osteoporosis screening. " Fax to Lackawanna Mobile X-Ray at 570-344-7807.			

Patient Information

Patient Name			
Address			
City		State	ZIP Code
Phone Number		Highmark UMI	
Date of Birth		Location of Fracture (if known)	
Date of Fracture (must be less than 5 months ago)		Test by Date (if known) (180 days after fracture)	
Alternate Contact		Alternate Phone Number	
Alternate Full Address			

Highmark Contact

Name & Title
Phone Number
Notes (BTTC, special needs or requests)

Lackawanna Mobile X-Ray, Inc.
Fax Number -- 570-344-7807
Phone Number -- 1-877-684-9729 -- 8 a.m. to 4 p.m.

