

A periodic publication for hospital administration executives from Blue Cross and Blue Shield of Louisiana

BCBSLA Joins Bid for TRICARE Contract

The United States Government, acting by and through the U.S. Department of Defense TRICARE Management Activity (TMA), is seeking bid proposals from qualified organizations to serve as the program administrator for the existing TRICARE Managed Care Support (MCS) contract in Louisiana. Blue Cross and Blue Shield of Louisiana (BCBSLA) is a proposed subcontractor to provide network services in Louisiana for the TRICARE South Region. BCBSLA is working with other proposed network subcontractors to create a network of providers across the South Region.

As a proposed subcontractor for the TRICARE South Region, BCBSLA must demonstrate in its proposal that it has a broad network of TRICARE participating providers to serve the approximately 100,000 TRICARE beneficiaries in Louisiana.

Recently, BCBSLA sent letters to providers requesting their intent to participate in the TRICARE network if the TRICARE contract is awarded to BCBSLA as a subcontractor. If you have not signed and returned your Letter of Intent (LOI), please acknowledge your intent to participate by signing the LOI and returning it via U.S. Postal Service or fax to (225) 297-2750.

If you have any questions regarding the LOI you received, please contact BCBSLA TRICARE network representatives at (800) 363-9150.

We would like to thank you in advance for your support in this effort.

Healthcare Facts® Update on Data Refresh

Many thanks to those hospitals who have refreshed their Healthcare Facts data. At the time this issue was printed, the following hospitals have refreshed their data on the Healthcare Facts web site:

Large Hospitals

- Baton Rouge General
- Christus Schumpert
- Christus St. Francis Cabrini
- Christus St. Patrick
- Lafayette General Medical Center
- Lake Charles Memorial Hospital
- Minden Medical Center
- Ochsner Medical Center Baton Rouge
- Ochsner Foundation
- Our Lady of the Lake Regional Medical Center
- Our Lady of Lourdes Regional Medical Center
- Rapides Regional Medical Center
- Southwest Medical Center
- St. Francis Medical Center
- St. Francis North Hospital
- Tulane University Hospital & Clinic
- West Jefferson Medical Center
- Woman's Hospital

Community Hospitals

- Dauterive Hospital
- Ochsner Medical Center Westbank
- Ochsner Medical Center Kenner
- Ochsner St. Anne General
- Iberia Medical Center
- Lakeview Regional Medical Center
- Opelousas General Hospital
- Savoy Medical Center
- Slidell Memorial Hospital
- St. Elizabeth Hospital
- St. Tammany Parish Hospital
- Winn Parish Hospital
- Women's and Children's Hospital (Lafayette)

For those hospitals that have not refreshed their data, a result of "Data Not Submitted" will show on the hospital's page. It is not too late to submit your data. Please go to the www.healthcarefacts.org today to update your information.

*Healthcare Facts® is an independent company that provides hospital data for Blue Cross and Blue Shield of Louisiana and HMO Louisiana, Inc., our wholly owned subsidiary, to consumers.

Blue Cross Plans Update Hospital Measurement and Improvement Program

Blue Cross and Blue Shield of Louisiana (BCBSLA), in collaboration with 32 other Blue Plans, has developed an initiative to report key performance metrics for all of our network hospitals. The Blue Distinction Hospital Measurement and Improvement Program focuses on reporting publicly available, nationally recognized

performance measures. The objective of this program is to provide quality performance information to hospitals and employers nationwide. The program allows more accessibility to information that is already publicly available and creates no additional reporting burden on hospitals.

The program integrates over 25 hospital performance criteria from two public sources: Centers for Medicare and Medicaid Services (CMS) and Agency for Healthcare Research and Quality (AHRQ). Data for all measures has been collected and summarized by WebMD Quality Services on behalf of the Blue Cross Blue Shield Association (BCBSA) and is accessible to participating Plans, hospitals and national account employers. The web-based reports are updated quarterly using the most recent data available. The next updated quarterly report is targeted for release by January 31, 2008. The reports include a "track and trend" feature that measures hospital quality improvement over a period of time, Leapfrog information and JCAHO accreditation status.

To check your facility's current data, temporary access information has been provided below. Please do not distribute this access information outside your organization. (Note: The password is case sensitive.)

- Go to www.selectqualitycare.com
- Click on Demonstration Area
- Enter User name: network pilot
- Enter Password: demo

The web-based reports will soon be accessible to providers and employers on www.bcbsla.com. BCBSLA may make this information available to group decision-makers for national accounts as needed.

If you have any questions, comments or feedback on the Blue Distinction Hospital Measurement and Improvement Program, please contact us at (800) 716-2299, option 1 or contact Kim Gassie at (225) 297-2685.

AICD Medical Policy Update

Please be aware that the medical policy on Automatic Implantable Cardioverter Defibrillators (AICDs), which was effective in 2003, was updated in December 2007. Blue Cross may consider the use of an AICD to be eligible for coverage if the patient selection criteria below are met.

Patient Selection Criteria:

- As a primary prevention when either of the following pairs of criteria are met:
 - symptomatic ischemic dilated cardiomyopathy with a history of myocardial infarction (MI) at least 40 days before AICD treatment and left ventricular ejection fraction (LVEF) of 35 percent or less; or
 - symptomatic nonischemic dilated cardiomyopathy for more than nine months' duration and LVEF of 35 percent or less. (Symptomatic heart failure is defined as the presence of dyspnea on exertion, angina, palpitations or fatigue).
- As a secondary prevention for patients with a history of a life-threatening clinical event associated with ventricular arrhythmic events such as sustained ventricular tachyarrhythmia (VT).

Please be aware that when the patient selection criteria are not met, Blue Cross will consider the use of an AICD as investigational. Please provide patient records to Blue Cross promptly when requested.

To view the complete medical policy regarding AICDs, please visit our iLinkBLUE Provider Suite at www.bcbsla.com/ilinkblue.

Blue Cross and Blue Shield System-wide Fast Facts

- 99.5 million members
- 23.5 million lives in national accounts
- 78 of Fortune 100 have a Blue presence
- 56 percent (280) of Fortune 500 have a Blue presence
- 71 percent brand recognition, 24% for closest competitor
- 80 percent of providers nationwide contract with Blue Plans
- 90 percent of hospitals nationwide contract with Blue Plans

Source: Blue Cross Blue Shield Association as of September 13, 2007

New MS-DRGs

As you know, on August 1, 2007, the Centers for Medicare and Medicaid Services (CMS) issued its final rule for Federal fiscal year 2008 announcing its plans to move ahead with a new Medicare Severity-Diagnosis Related Group (MS-DRG) system. Due to the limited amount of time allowed to analyze and implement the new MS-DRGs, Blue Cross and Blue Shield of Louisiana decided NOT to implement the 2008 DRG Grouper (version 25 or MS-DRGs) on October 1, 2007. We will continue using the 2007 DRG Grouper (version 24) until mid-year 2008. Blue Cross can now accept the new ICD-9 diagnosis codes. We plan to convert to the new MS-DRG system by June 2008. In the coming months we will begin working with hospitals who have case rate schedules to replace the existing DRG schedules with new MS-DRG schedules.

Continued on next page. . .

Blue Membership as of November 2007

Alexandria	39,618	New Orleans Area	239,767
Baton Rouge Area	183,537	Shreveport Area	87,907
Lafayette Area	130,052	Out of State	7,189
Lake Charles Area	63,733	Undefined (includes BlueCard members)	319,961
Monroe Area	44,033	Total	<u>1,115,797</u>

Hospital Participation Needed in 5 Million Lives Campaign

America's Blue Cross and Blue Shield Plans joined the Institute for Healthcare Improvement in expanding the national 5 Million Lives Campaign to dramatically reduce incidents of medical harm in U.S. hospitals. The goal of the Campaign is to protect patients from five million incidents of medical harm by December 2008. The Campaign challenges hospitals to enroll and adopt suggested changes in care that save lives and reduce patient injury.

Hospital participation nationwide is vital to the Campaign's success. Currently, the following Louisiana hospitals are enrolled in the campaign:

Acadian Medical Center	LSU Bogalusa Medical Center	Savoy Medical Center
Avoyelles Hospital	LSU Health Sciences Center-Shreveport	Slidell Memorial Hospital
Baton Rouge General Medical Center	Minden Medical Center	Southwest Medical Center
Bane/Jones Army Community Hospital	Natchitoches Regional Medical Center	Springhill Medical Center
Beauregard Hospital	North Oaks Medical Center	St. Elizabeth Hospital
Christus St. Patrick Hospital	North Oaks Rehabilitation Hospital	St. Francis Medical Center
Dauterive Hospital	Northshore Regional Medical Center	St. Francis North Hospital
Doctors' Hospital of Opelousas	Oakdale Community Hospital	St. Francis Specialty Hospital
East Jefferson General Hospital	Ochsner Medical Centers	St. Tammany Parish Hospital
Hardtner Medical Center	(Main Campus, Baton Rouge, Baptist, Kenner and Westbank)	Thibodaux Regional Medical Center
Iberia Medical Center	Our Lady of Lourdes	Touro Infirmary
Jennings American Legion Hospital	Our Lady of the Lake	Tulane University Hospital & Clinic
Lafayette General Medical Center	Pointe Coupee General Hospital	Ville Platte Medical Center
Lake Charles Memorial Hospital	Rapides Regional Medical Center	West Calcasieu Cameron Hospital
Lakeview Regional Medical Center	Regency Hospital of Covington	Winn Parish Medical Center
Lincoln General Hospital	River Parishes Hospital	Woman's Hospital
Louisiana Heart Hospital		Women's and Children's Hospital

We encourage all Louisiana hospitals to become a part of this campaign. There is no cost for a hospital to enroll—just a commitment for change. For more information and resources, visit the following Web address: www.ihl.org/ihl/programs/campaign.

Contacts for Questions

If you have any questions about any of the information in this publication or any other questions, you may contact:

Baton Rouge, New Orleans, Northshore area providers:

Merle Francis, Manager • (225) 297-2660 • merle.francis@bcbsla.com

Alexandria, Lafayette, Lake Charles, Monroe, Shreveport area providers:

Susan Slocum, Manager • (337) 593-5731 • susan.slocum@bcbsla.com

Executive Contacts:

Dawn Cantrell, Vice President

(225) 295-2305 • dawn.cantrell@bcbsla.com

Richard Williams, Senior Vice President

(225) 295-2296 • richard.williams@bcbsla.com

www.bcbsla.com



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross and Blue Shield Association

Blue Cross and Blue Shield of Louisiana incorporated as Louisiana Health Service & Indemnity Company