

Most doctors fail in medically necessary prescribing not because they lack the skill, but because they lose interest and motivation when they start to lose money.

When you charge enough so that you don't lose money, then you stay motivated enough to solve these complicated cases. I submit to you, that that is ethical!



WHAT WE SAY DOESN'T MATTER (SORTA)

There is no escaping the fact that YOU have to do your homework to be successful at billing for medical services. There are enough contractual differences between carriers and between regions, that you have to determine what the payment policies and fees are for each type of service and for each carrier. If you practice in more than one locale, you have to do this legwork for each locale—PERIOD!



INTRODUCTION

- BASIC THIRD PARTY CONCEPTS
 - WHAT IS THE CONSUMER / PROVIDER / PAYOR / PURCHASER RELATIONSHIP?
 - WHAT IS THE DEFINITION OF "MEDICALLY NECESSARY?"
 - WHAT IS THE DIAGNOSIS / SERVICE / PAYMENT RELATIONSHIP?
 - WHAT ARE "COVERED" AND NON-COVERED" SERVICES?
- OPTOMETRIC FINANCIAL OATH
- MEDICALLY NECESSARY BILLING AND CODING
- SPECIALTY BILLING AND CODING



HEALTH CARE SERVICES

- CONTRACTED SERVICES
 - NEGOTIATED COVERAGE PRODUCTS BETWEEN PURCHASERS AND PAYORS
 - MOST INDEMNITY CARRIERS HAVE SEVERAL STANDARD PLAN OFFERINGS FROM WHICH PURCHASERS MAY CHOOSE
 - SOME HAVE CUSTOM NEGOTIATED PLANS
- HEALTH CARE SERVICES
 - COVERED SERVICE—DEEMED MEDICALLY NECESSARY IN THE TERMS OF THE NEGOTIATED COVERAGE PRODUCT
 - NON-COVERED SERVICES—DEEMED NOT MEDICALLY NECESSARY IN THE TERMS OF THE NEGOTIATED COVERAGE PRODUCT



COVERED VS. NON-COVERED

- THIS CONCEPT IS IMPORTANT TO MEDICALLY NECESSARY CONTACT LENS PRESCRIBING
- NON-COVERED SERVICES ARE LISTED BY EXCLUSIONS IN THE NEGOTIATED COVERAGE PRODUCT ("INSURANCE PLAN") AS DETAILED IN THE "SUMMARY PLAN DESCRIPTION" (SPD)
- NON-COVERED SERVICE EXCLUSIONS DO NOT DECIDE WHAT CARE YOU PROVIDE, JUST WHO PAYS FOR THE CARE YOU PROVIDE
 - INDEPENDENT CLINICAL JUDGMENT
 - NON-COVERED SERVICES ARE PAID BY THE CONSUMER DIRECTLY TO THE PROVIDER



THE OPTOMETRIC FINANCIAL OATH

I, [state your name], do solemnly swear or affirm that neither I, nor any of my business partners, spouses, concubines, long time companions, assigns, or heirs will never, ever, never, ever sign, or caused to be signed, any contract that I have not fully read and do not fully understand. Further, I swear or affirm that I shall not take food out of the mouths of my beloved family members by entering into any contract that is so onerously structured as to make no financial sense for me or my business. This oath I pledge, before God, Irv Borish, and all other Deities, to be my solemn vow.



WHAT IS THE DEFINITION OF MEDICALLY NECESSARY?

AMA Definition (1999)

"Health care services or products that a prudent physician would provide to a patient for the purpose of preventing, diagnosing, treating, or rehabilitating an illness, injury, disease or its associated symptoms, impairments, or functional limitations in a manner that is: (1) in accordance with generally accepted standards of medical practice; (2) clinically appropriate in terms of type, frequency, extent, site and duration; and (3) not primarily for the convenience of the patient, physician or other health care provider."



THE CMS DEFINITION

As published in CMS IOM Pub. 100-08, Chapter 13, Section 13.5.1, in order to be covered under Medicare, a service shall be reasonable and necessary. When appropriate, contractors shall describe the circumstances under which the proposed LCD for the service is considered reasonable and necessary under 1862(a)(1)(A). Contractors shall consider a service to be reasonable and necessary if the contractor determines that the service is:

Safe and effective.

Not experimental or investigational (exception: routine costs of qualifying clinical trial services with dates of service on or after September 19, 2000, that meet the requirements of the Clinical Trials NCD are considered reasonable and necessary).



THE CMS DEFINITION

•Appropriate, including the duration and frequency that is considered appropriate for the service, in terms of whether it is:

- Furnished in accordance with accepted standards of medical practice for the diagnosis or treatment of the patient's condition or to improve the function of a malformed body member.
- Furnished in a setting appropriate to the patient's medical needs and condition.
- Ordered and furnished by qualified personnel.
- One that meets, but does not exceed, the patient's medical needs.
- At least as beneficial as an existing and available medically appropriate alternative



WHAT DOES THAT MEAN?

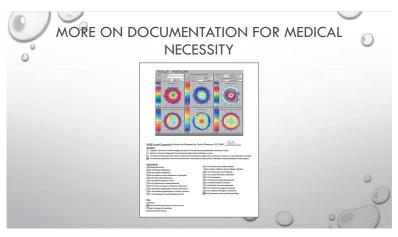
- THE PATIENT MUST HAVE AND ILLNESS, INJURY, OR DISEASE THAT HAS A SYMPTOM, IMPAIRMENT, OR FUNCTIONAL LIMITATION
- A TEST PERFORMED MUST HAVE AN INDICATION (SEE THE PREVIOUS POINT), AND THE RESULT MUST INFLUENCE THE TREATMENT PLAN
- A TREATMENT MUST BE A STANDARD OF CARE
- A TREATMENT CANNOT BE FOR MERE CONVENIENCE (COSMETIC LENSES)
- THE SERVICE OR PROCEDURE CANNOT BE EXPERIMENTAL AND MUST BE AT LEAST AS EFFECTIVE AS OTHER WELL-ESTABLISHED TREATMENTS

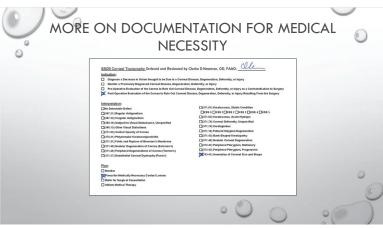


ESTABLISHING MEDICAL NECESSITY FOR A COVERED SERVICE

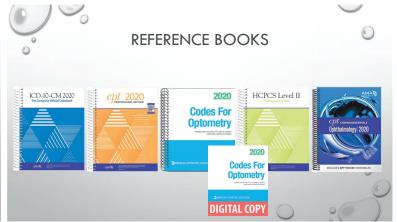
- A CHIEF COMPLAINT RATIONAL TO A COVERED SERVICE SUCH AS AN INJURY, ILLNESS, OR DISEASE
- PROVIDING A COVERED SERVICE MUST BE INDICATED BY THE CHIEF COMPLAINT AND MUST BE ORDERED
- IF THE COVERED SERVICE IS A DIAGNOSTIC TEST, THEN THE DIAGNOSTIC TEST MUST BE INTERPRETED AND IT MUST AFFECT YOUR CLINICAL DECISION MAKING

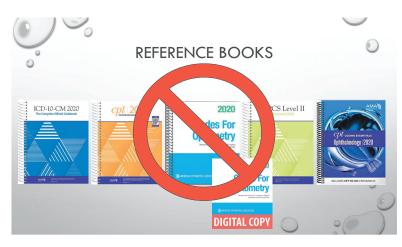


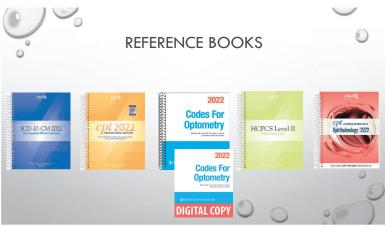




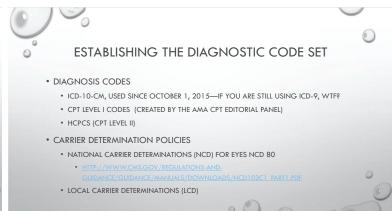




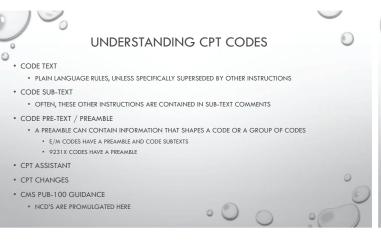














THE RESOURCED BASED RELATIVE VALUE SYSTEM (RBRVS)

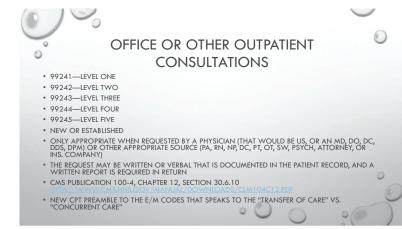
- THIS SYSTEM WAS DESIGNED TO ASSIGN VALUES TO SERVICES BASED ON THE "REALITIES" OF DELIVERING THAT SERVICE
- THESE VALUES ARE ESTABLISHED AND MODIFIED BY THE AMA RELATIVE VALUE UNIT AUDIT COMMITTEE
 (RUC), AND ARE SUPPOSED TO REPRESENT THE "AVERAGE WORK" TO DELIVER THE SERVICE IN
 OUTSTION.
- RVU = PHYSICIAN WORK + PRACTICE EXPENSE + MALPRACTICE EXPENSE X GPCI
- PAYMENT IS DETERMINE BY MULTIPLYING THE RVU BY A "CONVERSION FACTOR" THAT IS DETERMINED BY THE RESPECTIVE PAYORS—MAINLY CMS
- THE NEW MERIT-BASED INCENTIVE PAYMENT SYSTEM (MIPS) REPLACES THE OLD SUSTAINABLE GROWTH RATE FORMULA (SGR)
- THE 2022 CMS CONVERSION FACTOR IS \$34.6062

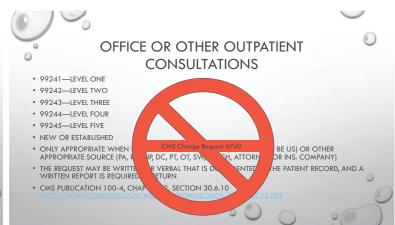
EVALUATION AND MANAGEMENT SERVICES— NEW PATIENT

- 99201—LEVEL ONE
- 99202—LEVEL TWO
- 99203—LEVEL THREE
- 99204—LEVEL FOUR
- 99205—LEVEL FIVE
- A "NEW PATIENT" IS A PATIENT WHO HAS NOT RECEIVED ANY PROFESSIONAL SERVICES FROM THE PHYSICIAN / QUALIFIED HEALTH CARE PROFESSIONAL OR ANOTHER PHYSICIAN / QUALIFIED HEALTH CARE PROFESSIONAL OF THE EXACT SAME SPECIALTY AND SUBSPECIALTY WHO BELONGS TO THE SAME GROUP PRACTICE, WITHIN THE PREVIOUS THREE YEARS

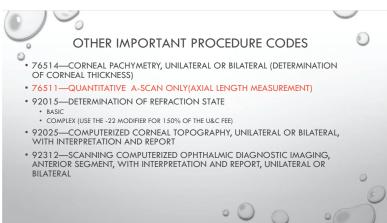


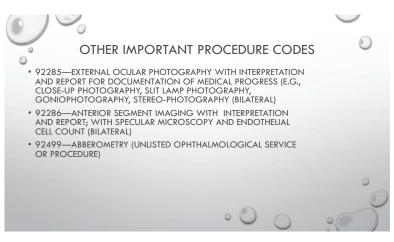


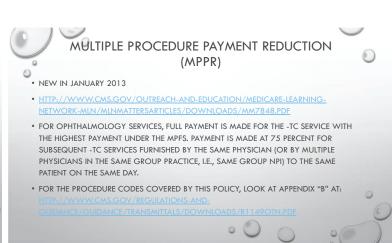


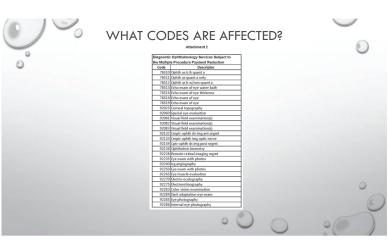


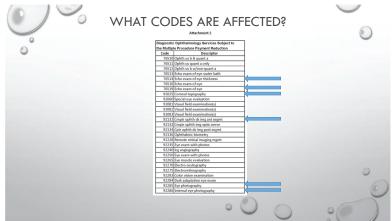
OFFICE OR OTHER OUTPATIENT CONSULTATIONS THESE CODES USED TO BE THE BREAD AND BUTTER OF SPECIALTY LENS PRESCRIBING WHEN RUNNING A CONSULTATION PRACTICE SUBSEQUENT (FOLLOW UP) VISITS ARE BILLED AS EITHER E/M SERVICES OR GENERAL OPHTHALMOLOGICAL CODES ALL BUT DRIED UP











IMPORTANT CPT CODE MODIFIERS CPT MANUAL APPENDIX A

- -22: <u>Unusual procedural services</u> "When the Work required to provide A SERVICE IS SUBSTANTIALLY GREATER THAN TYPICALLY REQUIRED, IT MAY BE IDENTIFIED BY ADDING MODIFIER -22 TO THE USUAL PROCEDURE CODE. DOCUMENTATION MUST SUPPORT THE SUBSTANTIAL ADDITIONAL WORK AND THE REASON FOR THE ADDITIONAL WORK (I.E., INCREASED INTENSITY, TIME, TECHNICAL DIFFICULTY OF PROCEDURE, SEVERITY OF PATIENT'S CONDITION, PHYSICAL AND MENTAL EFFORT
- THIS MODIFIER SHOULD NOT BE APPENDED TO E/M SERVICES
- EXAMPLE: USING THE 92310 ON A BI-TORIC OR QUADRANT SPECIFIC PRESCRIPTION
- EXAMPLE: DIFFICULT REFRACTION



- -22: UNUSUAL PROCEDURAL SERVICES "WHEN THE WORK REQUIRED TO PROVIDE A SERVICE IS SUBSTANTIALLY GREATER THAN TYPICALLY REQUIRED, IT MAY BE IDENTIFIED BY ADDING MODIFIER -22 TO THE USUAL PROCEDURE CODE. DOCUMENTATION MUST SUPPORT THE SUBSTANTIAL ADDITIONAL WORK AND THE REASON FOR THE ADDITIONAL WORK (LE INCREASED INTENSITY, TIME, TECHNICAL DIFFICULTY OF PROCEDURE, SEVERITY OF PATIENT'S CONDITION, PHYSICAL AND MENTAL EFFORT REQUIRED).
- THIS MODIFIER SHOULD NOT BE APPENDED TO E/M SERVICES

EXAMPLE: USING
In January 2013, CMS decided that the -22 modifier only applied to surgeries or 60000 codes. HOWEVER, CPT rules state that the plain

EXAMPLE: DIFFICU language text of a discrete code is operative, and the code does not say "surgical service," it says "service"



SOME GUIDANCE

"Modifier -22 is for physician reporting only (facilities may not report modifier -22), and should not be appended to evaluation and management (E/M) codes, according to CPT® guidelines. Most commonly, modifier -22 will accompany surgical claims—although modifier -22 also might apply to anesthesia services, pathology and lab services, radiology services, and medicine services."

-AAPC 2014



IMPORTANT CPT CODE MODIFIERS

- -52: REDUCED SERVICES UNDER CERTAIN CIRCUMSTANCES A SERVICE OR PROCEDURE IS PARTIALLY REDUCED OR ELIMINATED AT THE PHYSICIAN'S DISCRETION. UNDER THESE CIRCUMSTANCES THE SERVICE PROVIDED CAN BE IDENTIFIED
- EXAMPLE: 92310 IS A BILATERAL PROCEDURE. IF YOU PRESCRIBE FOR ONE EYE, YOU SHOULD USE THE REDUCED SERVICE MODIFIER
- EXAMPLE: 92025 IS A UNILATERAL OR BILATERAL PROCEDURE. IF YOU PERFORM THE TEST ON BOTH EYES OR JUST ONE EYE ONLY, YOU DO NOT USE THE -51 MODIFIER
- EXAMPLE: 92285 SPECIFIES NEITHER BILATERAL OR UNILATERAL, CONTROVERSIALLY, ONE DOES NOT NEED TO USE THE -51 MODIFIER ON THESE CODES EVEN THOUGH THE CODE IS SPECIFIED AS



ADVANCED BENEFICIARY NOTIFICATION (ABN) **MODIFIERS**

- · GA-WAIVER OF LIABILITY STATEMENT ISSUED, AS REQUIRED BY PAYER POLICY
- GX—NOTICE OF LIABILITY ISSUED, VOLUNTARY UNDER PAYER POLICY
- GY—ITEM OR SERVICE STATUTORILY EXCLUDED, DOES NOT MEET THE DEFINITION OF ANY MEDICARE BENEFIT
- G7—ITEM OR SERVICE EXPECTED TO BE DENIED AS NOT REASONABLE AND NECESSARY



THE PRESCRIBING CODES

GET THIS STUFF RIGHT IF YOU WANT TO GET PAID

CPT PREAMBLE FOR THE 9231X CODES

The prescription of contact lenses includes specification of optical and physical characteristics (such as power, size, curvature, flexibility, gas-permeability). It is NOT a part of the general ophthalmological services.

The fitting of a contact lens includes instruction and training of the wearer and incidental revision of the lens during the training period.

Follow-Up of successfully fitted extended wear lenses is reported as part of a general ophthalmological service. (92012 et seq)

The supply of contact lenses may be reported as part of the fitting. It may also be reported separately by using the appropriate supply code."

CONTACT LENS SERVICES

- 92310(4)—PRESCRIPTION OF OPTICAL AND PHYSICAL
 CHARACTERISTICS OF AND FITTING OF CONTACT LENS, WITH MEDICAL
 SUPERVISION OF ADAPTATION; CORNEAL LENS, BOTH EYES, EXCEPT FOR
 APHAKIA
- 92311(5)—CORNEAL LENS FOR APHAKIA, ONE EYE
- 92312(6)—CORNEAL LENS FOR APHAKIA, BOTH EYES
- 92313(7)—CORNEOSCLERAL LENS
- 92325—MODIFICATION OF CONTACT LENS (SEPARATE PROCEDURE), WITH MEDICAL SUPERVISION OF ADAPTATION
- 92326—REPLACEMENT OF CONTACT LENS
- 92499—UNLISTED OPHTHALMOLOGICAL SERVICE OR PROCEDURE



CONTACT LENS SERVICES: IMPORTANT CONCEPTS

- CHARGE ANOTHER CONTACT LENS SERVICE FEE IF YOU CHANGE THE LENS DESIGN "SUBSTANTIALLY"
 - THAT IS, A CHANGE THAT IS NOT AN "INCIDENTAL REVISION"
- FOLLOW UP VISITS ARE NOT PART OF THE 9231X CODES. THE "SUPERVISION OF ADAPTATION" REQUIREMENT IS MET AT THE FIRST FOLLOW-UP VISIT IF THEY HAVE REACHED THE PRESCRIBED WEARING TIME
- SUBSEQUENT FOLLOW-UP VISITS ARE A PART OF A GENERAL OPHTHALMOLOGICAL SERVICE—YOU ARE MEDICALLY EVALUATING THE EFFECT OF THE PRESENCE OF THE CONTACT LENS ON THE OCULAR TISSUE



CONTACT LENS SERVICES—BANDAGE LENS

- 92070—BANDAGE CONTACT LENS CODE—NO LONGER IN USE!!!!
 IT WAS DELETED IN 2012. (I STILL GET QUESTIONS ON THIS)
- 92071—FITTING OF CONTACT LENS FOR TREATMENT OF OCULAR SURFACE DISEASE
 - DO NOT REPORT 92071 IN CONJUNCTION WITH 92072
 - REPORT SUPPLY OF LENS SEPARATELY WITH 99070 OR APPROPRIATE SUPPLY CODE





CONTACT LENS SERVICES—KERATOCONUS

- 92072—FITTING OF CONTACT LENS FOR MANAGEMENT OF KERATOCONUS, INITIAL FITTING
 - FOR SUBSEQUENT FITTINGS, REPORT USING EVALUATION AND MANAGEMENT SERVICES OR GENERAL OPHTHALMOLOGICAL SERVICES
 - DO NOT REPORT 92072 IN CONJUNCTION WITH 92071
 - REPORT SUPPLY OF LENS SEPARATELY WITH 99070 OR APPROPRIATE SUPPLY CODE



GUIDANCE ON THE 92072 CODE: "INITIAL FITTING"

ACCORDING TO THE CPT ASSISTANT, CODE 92072, FITTING OF CONTACT LENS FOR MANAGEMENT OF KERATOCONUS, INITIAL FITTING, IS REPORTED FOR INITIAL FITTINGS ONLY. THE DESCRIPTION OF WORK FOR INITIAL FITTINGS INCLUDES THE RESULTS OF DIAGNOSTIC TESTS DONE PRIOR TO CONTACT LENS FITTING TO ASSESS THE CORNEAL ECTASIA, WHICH ARE USED IN CONCERT WITH SLIT LAMP EXAMINATION TO ASSESS CORNEAL SHAPE AND DETERMINE INITIAL CONTACT LENS PARAMETERS (E.G., DIAMETER, BASE CURVE AND SECONDARY CURVES). LENS DESIGNS CAN INCLUDE CORNEAL, SCLERAL, HYBRID, OR PIGGYBACK SYSTEMS. KERATOMETRY, LID ANATOMY, TEAR FILM AND REFRACTION ARE ALSO PERFORMED AND/OR RECHECKED. IF THE LENS NEEDS TO BE CHANGED BECAUSE IT NO LONGER FITS THE PATIENT'S NEEDS, THE FITTING OF A NEW LENS IS CONSIDERED AN INITIAL FITTING AND SHOULD INCLUDE ALL OF THE SERVICES NOTED ABOVE.

GUIDANCE ON THE 92072 CODE: "INITIAL FITTING"

ACCORDING TO THE CPT ASSISTANT, CODE 92072, FITTING OF CONTACT LENS FOR MANAGEMENT OF KERATOCONUS, INITIAL FITTING, IS REPORTED FOR INITIAL FITTINGS ONLY. THE DESCRIPTION OF WORK FOR INITIAL FITTINGS INCLUDES THE RESULTS OF DIAGNOSTIC TESTS DONE PRIOR TO CONTACT LENS FITTING TO ASSESS THE CORNEAL ECTASIA, WHICH ARE USED IN CONCERT WITH SLIT LAMP EXAMINATION TO ASSESS CORNEAL SHAPE AND DETERMINE INITIAL CONTACT LENS PARAMETERS (E.G., DIAMETER, BASE CURVE AND SECONDARY CURVES). LENS DESIGNS CAN INCLUDE CORNEAL, SCLERAL, HYBRID, OR PIGGYBACK SYSTEMS. KERATOMETRY, LID ANATOMY, TEAR FILM AND REFRACTION ARE ALSO PERFORMED AND/OR RECHECKED. IF THE LENS NEEDS TO BE CHANGED BECAUSE IT NO LONGER FITS THE PATIENT'S NEEDS. THE FITTING OF A NEW LENS IS CONSIDERED AN INITIAL FITTING AND SHOULD INCLUDE ALL OF THE SERVICES NOTED ABOVE.

HCPCS MATERIAL CODES

- V2510—CONTACT LENS, GP, SPHERICAL, PER LENS
- V2511—CONTACT LENS, GP, TORIC, PER LENS
- V2512—CONTACT LENS, GP, BIFOCAL, PER LENS
- V2513—CONTACT LENS, GP, EXTENDED WEAR, PER LENS
- V2520—CONTACT LENS, HYDROPHILIC, SPHERICAL, PER LENS
- V2521—CONTACT LENS, HYDROPHILIC, TORIC, PER LENS
- V2522—CONTACT LENS, HYDROPHILIC, BIFOCAL, PER LENS
- V2523—CONTACT LENS, HYDROPHILIC, EXTENDED WEAR, PER LENS • V2530—CONTACT LENS, IP, SCLERAL, PER LENS
- V2531—CONTACT LENS, GP, SCLERAL, PER LENS
- V2627—SCLERAL COVER SHELL
- V2599—CONTACT LENS, OTHER TYPE



USING THE UNLISTED CODES

- USE THE "UNLISTED CODES" (92499 & V2599) FOR SERVICES AND MATERIALS THAT ARE BEYOND THE SCOPE OF THE OTHER CONTACT LENS PRESCRIBING CODES
- MEDICALLY NECESSARY LENSES IN THIS CATEGORY
 - . HYRRID LENSES
 - HAND PAINTED PROSTHETIC LENSES
 - LENSES MADE FROM OCULAR SURFACE MOLDING
 - MYOPIA MANAGEMENT
- NEED TO DESCRIBE IN BOX 19
- NEED LETTERS OF MEDICAL NECESSITY



IMPORTANT CONCEPTS

- THE DUMBEST OPTOMETRIC CONCEPT EVER!!!
 - THE "CONTACT LENS FITTING FEE"
- THE SECOND DUMBEST OPTOMETRIC CONCEPT EVER!!!
 - THE "CONTACT LENS CHECK"
- ONLY USE THE 92071 CODE FOR BANDAGE LENSES
- NCD 80.1—BANDAGE CONTACT LENS DETERMINATION
- NCD 80.4—APHAKIA AND COSMETIC EXCLUSION DETERMINATION
- NCD 80.5—SCLERAL SHELL DETERMINATION





NATIONAL CARRIER DETERMINATION 80.1 THERAPEUTIC BANDAGE

Some hydrophilic contact lenses are used as moist corneal bandages for the treatment of acute or chronic corneal pathology, such as bullous keratopathy, dry eyes, corneal ulcers and erosion, keratitis, corneal edema, descemetocele, corneal ectasis, Mooren's ulcer, anterior corneal dystrophy, neurotrophic keratoconjunctivitis, and for other therapeutic reasons.

Payment may be made under §1861(s)(2) of the Act for a hydrophilic contact lens approved by the Food and Drug Administration (FDA) and used as a supply incident to a physician's service. Payment for the lens is included in the payment for the physician's service to which the lens is incident. Contractors are authorized to accept an FDA letter of approval or other FDA published material as evidence of FDA approval. (See §80.4 of the NCD Manual for coverage of a hydrophilic contact lens as a prosthetic device.)



NATIONAL CARRIER DETERMINATION 80.4 COSMETIC EXCLUSION

Hydrophilic contact lenses are eyeglasses within the meaning of the exclusion in §1862(a)(7) of the Act and are not covered when used in the treatment of nondiseased eyes with spherical ametropia, refractive astigmatism, and/or corneal astigmatism. Payment may be made under the prosthetic device benefit, however, for hydrophilic contact lenses when prescribed for an aphakic patient.

Contractors are authorized to accept an FDA letter of approval or other FDA published material as evidence of FDA approval. (See §80.1 of the NCD Manual for coverage of a hydrophilic lens as a corneal bandage.)



NATIONAL CARRIER DETERMINATION 80.5 SCLERAL SHELL

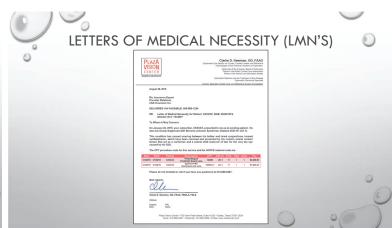
Scleral shell (or shield) is a catchall term for different types of hard scleral contact lenses. A scleral shell fits over the entire exposed surface of the eye as opposed to a corneal contact lens which covers only the central non-white area encompassing the pupil and iris. Where an eye has been rendered sightless and shrunken by inflammatory disease, a scleral shell may, among other things, obviate the need for surgical enucleation and prosthetic implant and act to support the surrounding orbital tissue. In such a case, the device serves essentially as an artificial eye. In this situation, payment may be made for a scleral shell under § 1861 (s)(8) of the Act.

Scleral shells are occasionally used in combination with artificial tears in the treatment of "dry eye" of diverse etiology. Tears ordinarily dry at a rapid rate, and are continually replaced by the lacrimal gland. When the lacrimal gland fails, the half-life of artificial tears may be greatly prolonged by the use of the scleral contact lens as a protective barrier against the drying action of the atmosphere. Thus, the difficult and sometimes hazardous process of frequent installation of artificial tears may be avoided. The lens acts in this instance to substitute, in part, for the functioning of the diseased lacrimal gland and would be covered as a prosthetic device in the rare case when it is used in the treatment of "dry eye."

PATIENT MANAGEMENT ISSUES

- HAVE YOUR STAFF CONFIRM ELIGIBILITY AND REIMBURSEMENTS
 PRIOR TO THE PATIENT COMING IN WHENEVER POSSIBLE
 - MATCH APPROPRIATE ICD-10-CM DIAGNOSTIC CODES TO THE APPROPRIATE CPT AND HCPCS SERVICE CODES
 - USE A PATIENT BROCHURE TO EXPLAIN THE PROCESS OF PRESCRIBING MEDICALLY NECESSARY CONTACT LENSES
 - SEND LETTERS OF MEDICAL NECESSITY WHEN NEEDED (HAVE THEM ALREADY WRITTEN IN DOCUMENT TEMPLATES)
 - SOME PRIVATE CARRIERS REQUIRE LMN'S
 - WHEN USING THE -22 MODIFIER—ALWAYS



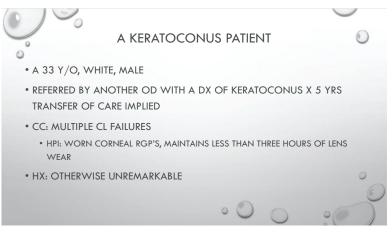


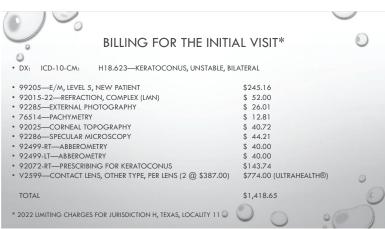


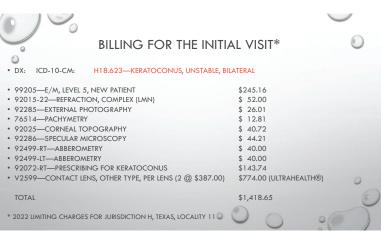
DOCUMENTATION

- REMEMBER, ALL DOCUMENTATION SHOULD SUPPORT YOUR DIAGNOSIS AND TREATMENT PLAN
- EACH TEST MUST BE RATIONAL TO THE DIFFERENTIAL DIAGNOSIS AS GUIDED BY THE CHIEF COMPLAINT
- FAILURE TO DOCUMENT FULLY THE CHIEF COMPLAINT, THE ASSOCIATED HPI, THE OBJECTIVE TESTING (INCLUDING THE ORDER, THE INTERPRETATION, AND CLINICAL DECISION MAKING), THE CL DIAGNOSTIC EVALUATION AND RESULTS MAY RESULT IN A FAILED AUDIT









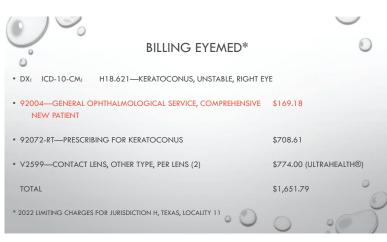


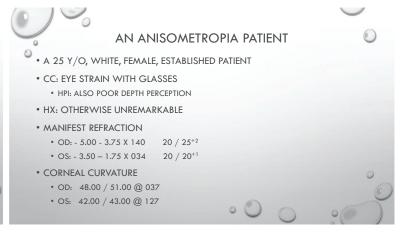


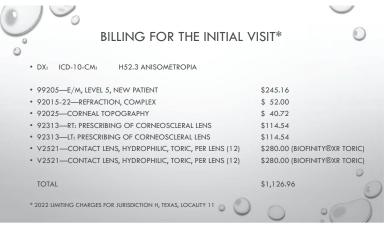




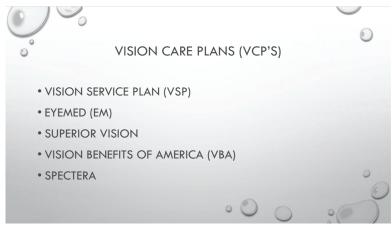


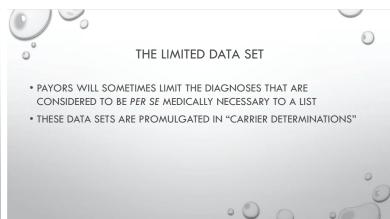




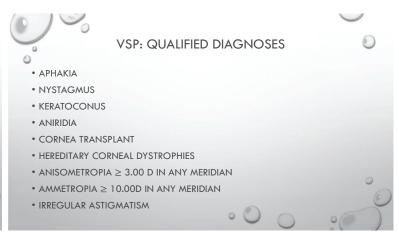


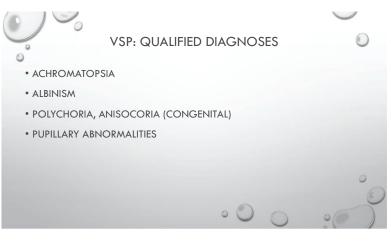














VSP VISUALLY NECESSARY CONTACT LENSES

- TO SUBSTANTIATE BILLING FOR KERATOCONUS, BE SURE YOUR RECORDS INCLUDE: PATIENT HISTORY, K READINGS, BCVA WITH REFRACTION, SLIT LAMP EXAMINATION OF THE CORNEA; CORNEAL TOPOGRAPHY OR ANTERIOR OCT OF THE CORNEA.
- ENSURE THAT YOUR MEDICAL RECORDS ACCURATELY SUPPORT THE DIAGNOSIS SUBMITTED ON THE CLAIM
 WHEN BILLING FOR VISUALLY NECESSARY CONTACT LENSES. BY DOING SO YOUR PAYMENT WILL NOT BE
 DENIED IF THE DIAGNOSIS BILLED IS SUBSTANTIATED BY THE CLINICAL FINDINGS DOCUMENTED IN THE PATIENT'S
 RECORD.
- FAILURE TO RECORD YOUR CONTACT LENS EVALUATIONS, FITTINGS AND FOLLOW-UPS MAY RESULT IN THE DENIAL OF PAYMENT FOR SERVICES.
- DO NOT BALANCE BILL YOUR PATIENT THE DIFFERENCE BETWEEN VSP'S ALLOWED AMOUNTS AND YOUR U.S.C.
 FEES FOR MATERIALS. EXAM AND MATERIAL (SPECTACLE LENSES AND FRAME) COPAYS APPLY UNLESS OTHERWISE
 SPECIFIED. ANY FITTING FEES INCURRED AFTER THE INITIAL 90 DAY PERIOD ARE CONSIDERED A PRIVATE MATTER
 BETWEEN YOU AND THE PATIENT.



FILE ON E-CLAIM

- FOR ANISOMETROPIA AND HIGH AMETROPIA, PROVIDE THE SPECTACLE RX
- FOR SCLERAL LENSES, USE HCPCS V2531
 - DO NOT USE THE V2530; ONLY USE THE V2531
- BILL HYBRID LENSES WITH HCPCS V2599
- FOR SCLERAL AND HYBRID LENSES, PROVIDE THE BRAND AND TYPE IN BOX 19
 - STATE WHETHER OR NOT THE LENS IS A "SCLERAL" OR HYBRID"
 - PROVIDE THE MANUFACTURER AND THE BRAND
- USE THE V2599 FOR LENSES THAT DO NOT HAVE A HCPCS CODE
 - HAND PAINTED LENSES, ETC.





VSP VISUALLY NECESSARY CONTACT LENSES

- PIGGYBACK BENEFIT IS AVAILABLE FOR A PATIENT WHO MEETS THE PREVIOUSLY DISCUSSED CRITERIA, AND WHO IS INTOLERANT OF GP LENSES
 - PROVIDE INFORMATION ON PIGGYBACK LENS IN BOX 19
- SPECTACLE LENSES TO WEAR OVER CONTACTS BENEFIT
 - APHAKIA
 - HIGH AMMETROPIA ≥ 10.00D
 - PRESBYOPIA
 - ACCOMMODATIVE DISORDER
 - BINOCULAR FUNCTION DISORDER
 - DIFFERENT PRISM REQUIREMENTS FOR DISTANCE AND NEAR
 - PRESCRIPTION REQUIRED
 - CALL VSP (800-615-1883) FOR CLAIM NUMBER
 - 30 DAY TIME LIMIT
- 85% OF USUAL AND CUSTOMARY CHARGES FOR "CONTACT LENS EXAM SERVICES (FITTING AND EVALUATION)"



VSP: VISUALLY NECESSARY CONTACT LENSES

- THE BASIC EXAMINATION IS BILLED AND PAYABLE PER THE TERMS OF THE PLAN
- VSP REIMBURSES 85% OF USUAL AND CUSTOMARY CHARGES FOR "CONTACT LENS EXAM SERVICES (FITTING AND EVALUATION)"
- VSP REIMBURSES USUAL AND CUSTOMARY FEES FOR MATERIALS UP TO THE PLAN LIMITS
 - TWO SCHEDULES ON PLAN LIMITS
 - COVERED AND BASE VISUALLY NECESSARY CL MAXIMUMS
 - VISUALLY NECESSARY CL SPECIALTY MAXIMUMS
 - SERVICE DRIVEN OR DIAGNOSIS DRIVEN (SEE CHART)
 - MUST BILL 92072, 92311, OR 92312 OR ONE OF THE DIAGNOSES
- THE PATIENT IS RESPONSIBLE FOR EXAM AND MATERIAL COPAYMENTS



VSP VISUALLY NECESSARY CONTACT LENSES

HCPCS	Annual Replacement ¹	Planned Replacement ¹	Daily Replacement ¹
V2500*	\$251	-	-
V2501*	\$251	_	_
V2502*	\$385	_	_
V2503*	\$491	_	_
V2510*	\$405	_	_
V2511*	\$450	_	_
V2512*	\$650	_	_
V2513*	\$750	_	_
V2520	\$500	-	_
V2521	\$375	\$525	\$750
V2522	\$525	\$650	\$810
V2523	\$537	\$650	\$1000
V2530*	\$475	\$600	\$625
V2531*	\$499		-
V2599**	\$987	-	_
Piggyback	\$1,150	\$1,500	_



VSP VISUALLY NECESSARY CONTACT LENSES

	Annual	Planned	Daily
HCPCS	Replacement ¹	Replacement ¹	Replacement ¹
V2500*	\$451	_	_
V2501*	\$585	_	_
V2502*	\$691	_	_
V2503*	\$605	_	_
V2510*	\$657	_	_
V2511°	\$800	_	_
V2512*	\$900	_	-
V2513*	\$825	_	_
V2520	\$500	\$650	_
V2521	\$679	\$804	_
V2522	\$750	\$863	_
V2523	\$650	\$775	\$800
V2530°	\$700	_	-
V2531°	\$2,300	_	_
V2599**	\$1,300	\$1,650	_
Piggyback	\$1,300	\$1,650	_

VSP VISUALLY NECESSARY CONTACT LENSES

¹Annual Replacement is 1-2 units. Planned Replacement is 3-360 units. Daily Replacement is 361+ units.

*These services shouldn't be billed for more than 2 units. If billed with higher unit counts, we'll pay up to the Annual Replacement lens maximum.

**These services shouldn't be billed for more than 360 units. If billed with higher unit counts, we'll pay up to the Planned Replacement lens maximum.

***Effective 2/6/2012, maximum reimbursement increased to \$2,300. For dates of service between 10/1/2011 and 2/5/2012 maximum reimbursement is \$1,300.

*****As of 7/16/2012, V2520, V2521, and V2522 with units of 361+ are not covered under the Specialty Maximums. For dates of service between 10/1/2011 to 7/15/2012 maximum reimbursement is: V2520= \$698; V2521= \$833; V2522= \$950.



- CLICK <u>HTTPS://EYEMED.COM/EN-US/PROVIDER</u> LOG INTO SITE
- CLICK ON "PROVIDER SIGN IN"
- CLICK ON "PROVIDER MANUAL"
- GO TO PAGE 19



EYEMED MEDICALLY NECESSARY CONTACT LENS BENEFIT

- ANISOMETROPIA ≥ 3.00D
- HIGH AMETROPIA ≥ +/- 10.00D
- KERATOCONUS
- VISION IMPROVEMENT OTHER THAN KERATOCONUS FOR MEMBERS WHOSE VISION CAN BE CORRECTED BY TWO LINES ON THE VISUAL ACUITY CHART WHEN COMPARED TO THE BEST CORRECTED STANDARD SPECTACLE LENSES.
- PEDIATRIC ANIRIDIA (CA ONLY)
- PEDIATRIC APHAKIA (CA ONLY)
- PEDIATRIC CORNEAL DISORDER OR POST-TRAUMATIC DISORDER (CA HEALTH NET)
- PEDIATRIC PATHOLOGICAL MYOPIA (CA HEALTH NET)



EYEMED MEDICALLY NECESSARY CONTACT LENS

KERATOCONUS

- EMERGING/MILD: CONTACT LENSES IN THIS TIER ARE ANTICIPATED TO INCLUDE, HOWEVER NOT BE LIMITED TO, SCIERAL, SEMI-SCIERAL AND HYBRID DESIGNS/MATERIALS. THE BELOW SEVERITY SCALE APPLIES: MULTIPLE SPECTACLE REMAKES
- UNSTABLE TOPOGRAPHY
- LIGHT SENSITIVITY/GLARE ISSUES
- SIGNS INCLUDING FLEISCHER RING, VOGT'S STRIAE AND SCISSOR REFLEX WITH RETINOSCOPY
- NO SCARRING
- TOPOGRAPHY (STEEP K <53D)
- CORNEAL THICKNESS >475 MICRONS





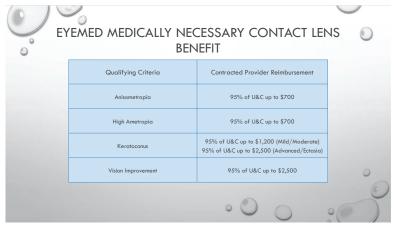
EYEMED MEDICALLY NECESSARY CONTACT LENS BENEFIT

- KERATOCONUS
 - MODERATE/SEVERE: PATIENTS WHO BEGIN IN THE EMERGING OR MILD CATEGORIES AND ARE NOT
 SUCCESSFUL WITH CONTACT LENS MATERIALS AND KERATOCONUS DESIGNS MAY BE ELEVATED INTO THIS
 MODERATE/SEVERE TIER. CONTACT LENSES IN THIS TIER ARE ANTICIPATED TO INCLUDE HOWEVER NOT BE
 LIMITED TO SCLERAL, SEMI-SCLERAL AND HYBRID DESIGNS/MATERIALS. PATIENTS WHO QUALIFY AS
 MODERATE/SEVERE WILL HAVE ALL OF THE EMERGING/MILD SYMPTOMS, PLUS MILD TO NO SCARRING
 OR SOME SCARRING
 - TOPOGRAPHY (STEEP K OF 53D OR HIGHER)
 - CORNEAL THICKNESS UP TO 475 MICRONS
 - REFRACTION NOT MEASURABLE



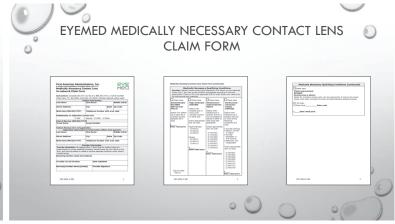
- ONE BENEFIT PER CALENDAR YEAR
- CALL 888-581-3648 FOR AUTHORIZATION
- REPORT ON A EYEMED NECESSARY CONTACT LENS FORM (DOWNLOAD) AND FAX TO 866-293-7373



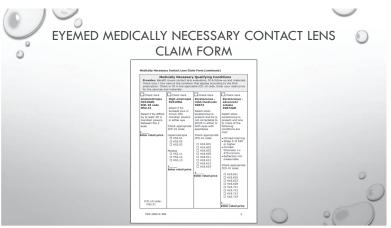


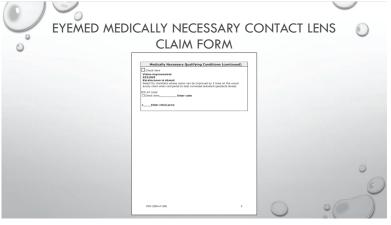


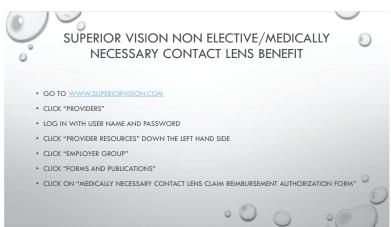


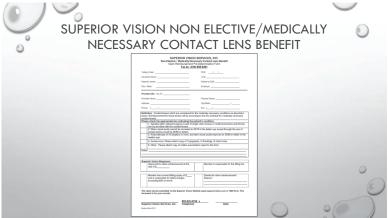


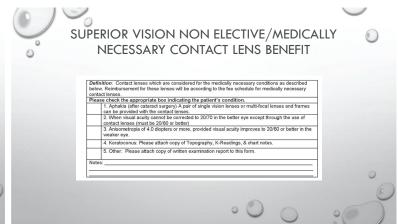


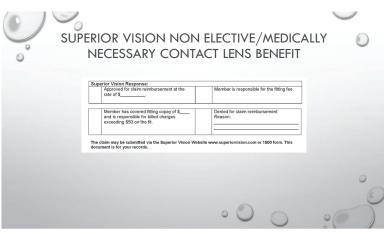


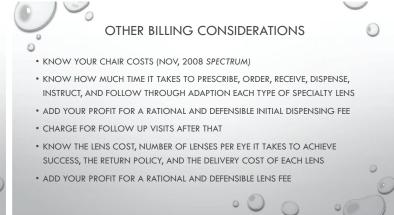












FINAL THOUGHT • THE GROSS PER PATIENT VISIT FOR PRESCRIBING SPECIALTY CONTACT LENSES, ESPECIALLY MEDICALLY NECESSARY LENSES, IS NEARLY TWICE THE NATIONAL AVERAGE FOR ALL OTHER TYPES OF EYE CARE

- THESE PATIENTS NEED GLASSES ALSO
- THESE PATIENTS HAVE OTHER MEDICAL CONDITIONS ALSO
 - · GIALICOMA
 - DRY FYF DISFASE
 - MACULAR DEGENERATION



- KNOW WHAT THE CONTRACTS SAY FOR EACH CONTRACT FOR EACH CODE THAT YOU USE IN YOUR OFFICE
- USE THE CORRECT CODES AND MODIFIERS TO MAXIMIZE THE REIMBURSEMENT FOR THE SERVICES RENDERED
- BILL APPROPRIATELY FOR ALL OF YOUR SERVICES—FORGET ABOUT "FITTING FFFS"
- MAKE SURE THAT YOUR FEES ARE IN LINE WITH THE CONTRACTS THAT YOU HAVE SIGNED, BUT HIGH ENOUGH TO BE COMMENSURATE WITH THE COMPLEXITY, TIME, AND LIABILITY INVOLVED
- LEARN TO CONSULT WITH YOUR COLLEAGUES—IT WON'T HURT ONE BIT
- LEARN TO PROMOTE THIS ASPECT OF YOUR PRACTICE



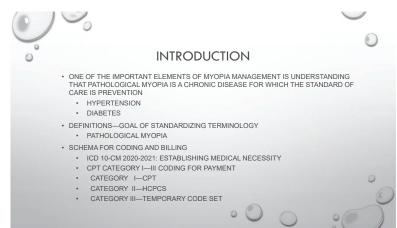


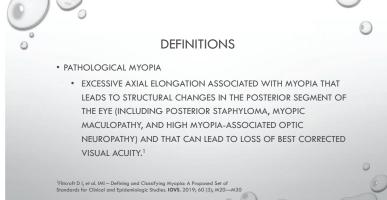
BIG-TIME DISCLAIMERIIIII

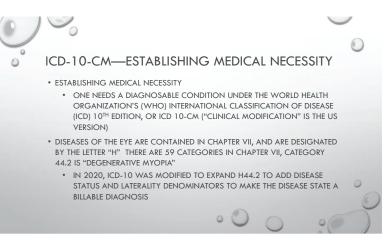
This meeting is a gathering of competitors, which is one of the two criteria for violating the Sherman Anti-Trust Act. The other criterion for a per se violation is to agree to, or appear to agree to, do something, like set fees, or boycott a supplier, or another competitor. This lecture includes a discussion of fees. HOWEVER, THIS LECTURE IS NOT INTENDED IN ANY WAY TO BE CONSTRUED AS A DISCUSSION OF FEE SETTING. THE EXAMPLES GIVEN ARE INSTRUCTIONAL, AND ARE NOT INTENDED IN ANY WAY TO ENCOURAGE ANYONE TO SET ANY FEE AT ANY AMOUNT. QUESTIONS ABOUT FEES WILL NOT BE ANSWERED, AND DISCUSSION ABOUT FEES AMONG THE ATTENDEES OF THIS LECTURE, DURING THIS LECTURE, WILL NOT BE PERMITTED, AND IS STRONGLY DISCOURAGED AT ANY TIME AFTER THIS LECTURE!

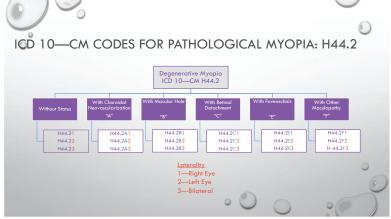
INTRODUCTION

- BEFORE CREATING A REIMBURSEMENT PARADIGM FOR A PARTICULAR CONDITION, A PAYOR MUST KNOW:
 - THE BOUNDARIES FOR THAT SPECIFIC CONDITION
 - THE STANDARD OF CARE IN DIAGNOSING AND TREATING THAT SPECIFIC CONDITION
 - THE MEDICAL NECESSITY OF TREATING THE SPECIFIC CONDITION
 - MORBIDITY
 - MORTALITY
- KNOWING THESE THINGS MAKE UP THE "WHY" OF CODING AND BILLING









DISTINGUISHING PATHOLOGICAL MYOPIA FROM DISORDERS OF REFRACTION

- ICD 10-CM CATEGORY H52 IS "DISORDERS OF REFRACTION"
 - H52.10—MYOPIA, UNSPECIFIED
 - H52.11—MYOPIA, RIGHT EYE
 - H52.12—MYOPIA, LEFT EYE
 - H52.13—MYOPIA, BILATERAL
- NOT REIMBURSABLE UNDER ALMOST ALL PAYOR REGIMES
 - EXCEPTIONS—MEDICAID AND VISION CARE PLANS

COMMON PROCEDURAL TERMINOLOGY® (CPT)

- CPT IS OWNED BY THE AMERICAN MEDICAL ASSOCIATION AND SANCTIONED BY THE US DEPARTMENT OF HEALTH AND HUMAN SERVICES(HHS) CENTERS FOR MEDICARE AND MEDICAID SERVICES(CMS)
- LEVEL I CPT® CODES CONTAIN THE CONTACT LENS PRESCRIBING CODES
- LEVEL II CPT® CODES CONTAIN THE "V" CODE MATERIAL CODES
- ONE OF THE PRINCIPLES OF CPT CODING IS TO CHOOSE THE CODE FOR WHICH THE PLAIN TEXT OF THE CODE MOST CLOSELY MATCHES THE SERVICE PROVIDED



THE CONTACT LENS PRESCRIBING CODES

- 92310/92314:PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF ADAPTATION; CORNEAL LENS, BOTH EYES, EXCEPT FOR APHAKIA
- 92311/92315: PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF ADAPTATION; CORNEAL LENS FOR APHAKIA, ONE EYE
- 92312/92316:PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS
 OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF
 ADAPTATION; CORNEAL LENS FOR APHAKIA, BOTH EYES
- 92313/92317:PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF ADAPTATION; CORNEOLSCLERAL LENS



THE CONTACT LENS PRESCRIBING CODES

- 92310/92314:PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS
 OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF
 ADAPTATION; CORNEAL LENS, BOTH EYES, EXCEPT FOR APHAKIA
- 92311/92315: PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS
 OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF
 ADAPTATION; CORNEAL LENS FOR APHAKIA, ONE EYE
- 92312/92316:PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS
 OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF
 ADAPTATION; CORNEAL LENS FOR APHAKIA, BOTH EYES
- 92313/92317; PRESCRIPTION OF OPTICAL AND PHYSICAL CHARACTERISTICS OF AND FITTING OF CONTACT LENS, WITH MEDICAL SUPERVISION OF ADAPTATION; CORNEOSCLERAL LENS



THE UNLISTED OPHTHALMOLOGICAL SERVICE CPT

- 92499: UNLISTED OPHTHALMOLOGICAL SERVICE
- ONE COULD MAKE A LEGITIMATE CASE THAT THE PLAIN LANGUAGE OF THE CPT CODE 92313/92317 DOES NOT ACCURATELY DESCRIBE THE SERVICE OF MYOPIA MANAGEMENT WITH A CONTACT LENS. THEREFORE, THE 92499 IS LIKELY THE BEST CODE FOR THIS SERVICE
- THE DRAWBACKS TO THIS CODE ARE THAT, FIRST, NO PAYOR LISTS THE 92499
 AS A COVERED SERVICE, AND, SECOND, IT ALWAYS REQUIRES A LETTER OF
 MEDICAL NECESSITY FOR THE PAYOR TO DETERMINE COVERAGE
- USING THE 92499 CODE WILL MOST LIKELY MAKE THE USE OF THE A ORTHO-K OR HYDROGEL LENS USED FOR MYOPIA MANAGEMENT A PRIVATE PAY REGIME



CPT LEVEL II HCPCS CODE FOR MATERIALS

- THE HEALTHCARE COMMON PROCEDURE CODING SYSTEM® (HCPCS, COMMONLY KNOWN AS "HICK-PICKS") DEFINES THE BILLING CODES USED FOR MATERIALS, AS OPPOSED TO SERVICES
 - THE V25XX CODES—CONTACT LENS MATERIAL CODES
- <u>V2510</u>: CONTACT LENS, GAS PERMEABLE, SPHERICAL, PER LENS
- V2522: CONTACT LENS, HYDROPHILIC, BIFOCAL, PER LENS



