



FALL 2011

National Dental Networks



More Patients, Same Reimbursement

A number of Blue Cross and Blue Shield Plans worked together to develop one of the nation's largest dental network solutions, the national Dental GRID. The GRID and GRID+ networks provide customers a hassle-free solution for stronger access and in-network discounts across the country.

What This Means for You: More local patients could choose you for dental care because of your "in-network" status for national Blue Cross and Blue Shield members of participating plans. The GRID program will not change your reimbursement levels or participating provider agreement in any way.

How Do GRID and GRID+ Reimbursement Levels Compare to Wellmark's Blue Dental and Blue Dental PPO Program

Reimbursements? GRID+ reimbursement levels are the same as your Wellmark Blue Dental reimbursement levels. GRID reimbursement levels are the same as Wellmark Blue Dental PPO reimbursement levels

When Does the Program Begin? It will be marketed to employer groups for effective dates in 2012. Due to various plan launch dates and group renewal schedules we expect that you will see an increase of new patients in 2013.

How to Recognize a Program Member: You will receive a list of Blue Cross and Blue Shield plans that are participating in the GRID program. Once all participating plans' identification cards are updated, you'll see the word "GRID" or "GRID+" on the front or back of the member's dental-only or medical-dental ID card. If neither word is listed, call the service phone number on the ID card to verify participation.

IVR

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RECEIVE BLUE DENTAL INSIGHTS VIA E-MAIL by providing us with your e-mail address. The electronic copy enables you to:

- Share quickly with staff
- Receive news before the paper copy is mailed
- Reduce the space needed to store paper
- Access other Web sites via hyperlinks

To receive your newsletter electronically, e-mail burkheadgr@wellmark.com.



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Where to Send Claims for GRID and GRID+: Send claims to the dental claims address on the member's ID card. Claims are paid by the Blue Cross and/or Blue Shield plan where the member's group is located – but reimbursement is at your Wellmark Blue Dental or Blue Dental PPO level.

What Else Do Dentists Need to Know? Customer service, web-access and claims processing are all performed by the member's Blue Cross and Blue Shield plan. All of the information you will need to contact the member's plan will be located on the member's ID card.

The GRID provides you with access to local members of Blue Cross and Blue Shield plans based in other states. Nothing about your agreement or reimbursement with our plan changes, and your participation relationship remains the same with us. This simply increases your potential patient base.

NEA FastAttach

Would you also like to send attachments electronically? Dental X-rays, EOBs, perio charts, intra-oral pictures and narratives may need to be submitted, too. Adding this feature can expedite claims processing and is easy with National Electronic Attachments (NEA) FastAttach system.

For a low monthly fee, you can add this service. Call **(800) 872-5150, ext. 2** or visit www.nea-fast.com.

IVR

To enhance service to dental offices and members, we are introducing Interactive Voice Response (IVR) to our phone system in December. IVR provides:

- Information 24/7
- English and Spanish language options
- Voice recognition and touch tone features
- Claim status by entering a date of service for a specific patient
- Additional information related to orthodontics, coordination of benefits, and other topics

BlueDentalSM Quick Guide



IF YOU HAVE QUESTIONS REGARDING:

Blue Dental

- ▶ Patient eligibility
- ▶ Claim status
- ▶ Benefits

Federal Employee Program (FEP)

- ▶ Patient eligibility
- ▶ Claim status
- ▶ Benefits

Electronic Claims

Adding a dentist to a practice or updating dentist information



We Asked and You Answered

We recently sent surveys to dental offices in the Blue Dental network. Here is a summary of responses:

- 90.1 percent read the entire newsletter or browse for articles of interest
- 84.9 percent find the content useful
- Respondents ranked the preferred way to receive the newsletter in the following order: printed newsletter, followed by online and then electronically. Each issue of Blue Dental Insights can be found at www.wellmark.com.

We also asked an open-ended question: What topics would make the newsletter most useful? We will use your suggestions as a source for our Frequently Asked Questions column.

Newsletter Changes

We will no longer send this newsletter to non-participating providers, as it is a benefit of participating in our network. If you are a non-participating provider and want to discuss joining our network, please call us at **(877)-258-3685**.

Wellmark Supports 2011 Mission of Mercy Event

Wellmark will be a sponsor of the Iowa Dental Association's 'Mission of Mercy' event November 18-19 in Sioux City. With the anticipated help of over more than 1,000 dental health professionals and volunteers, 1,500 people are expected to receive oral health screenings and treatments.

HIPAA 5010 – Electronic Claim Information

To avoid disruptions in electronic claims transmissions after January 1, 2012, plan now to submit test HIPAA 5010 dental claims. Wellmark begins testing 837D (dental claim) transactions in October. For details on Wellmark's testing schedule, visit Wellmark.com (Provider > Claims & Payment > HIPAA 5010).

The HIPAA 5010 standard is a federal directive that enhances the consistency of electronic transactions and improves automation for electronic submissions.

Please contact your Practice Management Vendor if you have questions about their preparedness and timeline.



PLEASE CALL:

Blue Dental Customer Service
Toll-free: (877) 333-0164
Des Moines: (515) 558-7778

FEP Customer Service
Toll-free: (800) 532-1537



CLAIMS ADDRESS:

Blue Dental
P.O. Box 9354
Des Moines, IA 50306-9354

Wellmark Blue Cross and Blue Shield of Iowa
Station 39
P.O. Box 9291
Des Moines, IA 50306-9291

Please see the Electronic Claims Submission instructions in the Claims section of the Administrative Manual. It provides phone numbers to call for assistance based on the nature of your concern.

Please see the Office Administration Guidelines section of the Administrative Manual or call Network Administration for assistance at (877) 258-3685 (toll-free) or (515) 558-7744.



Your Health. Well Protected.SM

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FAQ

If you have a topic you'd like addressed in the FAQ section, please email burkheadgr@wellmark.com.

Q: Our office would like to be submitting electronic claims. How do we begin?

A: If your office has a computer with Internet access, choose an office management system that can handle electronic claims. After you sign up for their services, your office management system's vendor will help submit your claims electronically. If you have questions, contact us at **(800) 407-0267**.

Q: What did you think of our new format?

A: Email your comments to burkheadgr@wellmark.com