

5350 E 46th St.
 Suite 122
 Tulsa, OK 74135-6601
 Office (918) 641-0444
 Fax (918) 641-0665
 Toll Free (877) 940-3044
 website:
www.oscipa.com
 email:
info@oscipa.com



Oklahoma State Chiropractic
 Independent Physicians Association
Back To A Better Life

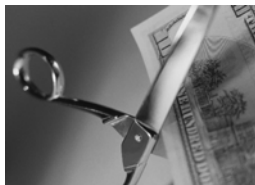


Chiropractic Options 2008

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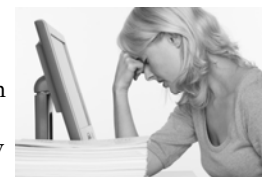
My name is Larry Bridges and I have been the Executive Director of OSCIPA for 8 years. I also have over 25 years in the health care industry on both the carrier side and the provider's side (with companies such as BCBS, AETNA & Prudential). Over the years, I have learned about the problems you, as chiropractors, face with managed care companies and all of us at OSCIPA try to work very hard to correct these injustices. I have also learned that a lot of these same injustices are happening to all healthcare providers. It is all about reduced



fee schedules, higher patient shares, denial of benefits, silent PPO'S and increasing premiums with the results being higher profits for the insurance companies. Chiropractic is such a small niche in this system that it is almost impossible to really influence any changes on the system that is presently in place. Any impact must come from a well orchestrated plan with almost 100% backing from the healthcare providers. The higher our membership numbers are the greater impact we will have on the carriers and networks.

You; as a Chiropractor, like most other Healthcare Providers; are independent by

nature and used to calling the shots in your office. Nevertheless once that managed care agreement is signed



you are playing under a different set of rules dictated by the insur-

ance company. This leads to the question - do I want a cash practice or do I want to get involved with managed care, or do I want to do both? Most of you have opted to do both. However, now the world is moving toward fewer insurance companies and fewer independent networks due to the overwhelming number of buyouts and mergers occurring almost daily.

Cont'd on pg 2

- ✓ Pre-printed applications
- ✓ Timely Processing
- ✓ Primary Source Verification
- ✓ Credentialing standards equal to NCQA, AAHCC, JCAHO
- ✓ Time to focus on your practice

acclaim! Services

CREDISERV

CREDISERV

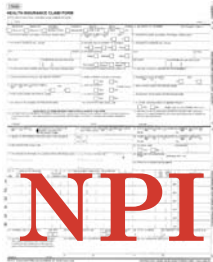
OSICPA is now offering a streamlined credentialing/verification service with electronically pre-printed applications available to all healthcare providers. These services equal the credentialing criteria established by the National Committee for Quality Assurance (NCQA), American Accreditation Health Care Corporation (AAHCC) and the Joint Commission for Accreditation of Healthcare Organizations (JCAHO). We electronically store provider information to populate and print applications for almost all health insurance plans and networks. For more information call OSCIPA at 918-641-0444.



National Provider Identifier (NPI)

As the final deadline for use of the National Provider Identifier (NPI) draws closer Medicare continues to issue updates. Here is a summary of important dates and information to remember:

October 29, 2007 - By this date, all carriers, A/B MACs and DME MACs should be rejecting claims where the NPI/legacy identifier combination used in claims cannot be validated against the NPI crosswalk and should be rejected with reports that assist providers in determining why the claim is being rejected.



January 1, 2008 - As of this date, NPIs are required to identify the primary providers (Billing and Pay-to providers) in Medicare electronic and paper institutional claims (i.e. 837I and UB-04 claims only). Legacy identifiers may still be used in these fields as long as the NPI is also used in these fields. This means that 837I and UB-04 claims with ONLY legacy identifiers in the primary Billing and Pay-to Provider fields will be rejected as of 1/1/08.

March 1, 2008 - As of this date, NPIs will be required to identify the primary providers (Billing, Pay-to and Rendering providers) in Medicare electronic and paper professional claims (i.e. 837P and CMS1500 claims). Legacy identifiers may still be used in these fields as long as the NPI is also used in these fields.

This means that 837P and CMS1500 claims with ONLY legacy identifiers in the primary Billing, Pay-to and Rendering Provider fields will be rejected starting on 3/1/08.

While NPI numbers are just now required for UB-04 (1/1/08) and they are not required for CMS1500 until 3/1/08, Medicare strongly encourages that you begin using your NPI numbers now.

May 23, 2008 - only the NPI will be accepted on all HIPAA electronic transactions (837I, 837P, NCPDP, 276/277, 270/271 and 835), paper claims and SPR remittance advice. The reporting of legacy identifiers will result in the rejection of the transaction.

Common Claims Errors Causing Rejections

The following problems/errors are due to providers billing with incompatible NPI/legacy pairs:

- The type of NPI you use (Entity Type 1 or Entity Type 2) must match your Medicare enrollment PIN (individual or organization).
- Those who are enrolled with Medicare as individuals but obtained an Organization (Entity type 2) NPI through NPPES (or vice versa) need to ensure their enrollment records are correct and their NPIs were obtained appropriately.

Test Your Claims Now!

Medicare encourages submitters to send a small number of claims using NPIs only (no legacy identifiers) to Medicare only.

For more information on any of the above information visit:
<http://www.cms.hhs.gov/NationalProviderStand/>.

Options 2008 Cont'd

The playing field has been reduced by at least 50% over the past 10 years. In Oklahoma, OSCIPA has contracts with AETNA, CIGNA, CommunityCare HMO, CompChoice, EHN, HealthSmart, GlobalHealth, OHN, PHCS(including MultiPlan), PCC, and Coventry. Other carriers are BCBS, United HealthCare & HealthChoice. Thanks to our credentialing services, OSCIPA also has chiropractic access to ACN which services United HealthCare. This, in a nutshell, is the Oklahoma managed care market place.

OSCIPA "IPA"

We recently made some important additions and changes which lead to the creation of a very appealing added value program for any chiropractors who join our IPA. For \$50.00 a month to OSCIPA and \$50.00 a month through us to our

business partner, Infinedi (a claim processing clearinghouse), a new member will receive access to all the contracts as well as an additional \$1,155.00 of values throughout the year. These values include free seminars and coding CDs.

acclaim! Services

If a chiropractor is interested in what we have to offer excluding the Managed Care contracts we also have our *acclaim!* Services program, enrollment is only \$300.00 a year and includes many free and discounted services.

Summary

In both cases public relations and marketing advantages are included with membership (See the attached added value flyers for each of these memberships). I encourage each of you to look to our association to take you into the fu-

ture. After all, OSCIPA has been in existence since 1994. We have a professional staff and have an impressive list of primary business partners (see article on pg 3). OSCIPA also has marketable products such as the *acclaim!* Card and CREDISERV as well as access to an in-house billing service.

This is all about moving forward in a positive manner and working together! If you have any questions please feel free to call me at 1-918-641-0444 ext 1. Or if you are motivated please complete and return the membership form included and we will be in contact with you regarding the appropriate paperwork.

Thank you so much!
 Larry M. Bridges, Ph.D.

OSCIPA Primary Business Partners

Phil Nelson – CPA

Phil Nelson is the Accountant/Financial Consultant for OSCIPA. Mr. Nelson has been a licensed CPA for 22 years.

Robert Sartin, Esq. – Barrow & Grimm, P.C.

Robert Sartin is the legal counsel retained by OSCIPA. Mr. Sartin has been a practicing attorney with the same law firm for 19 years.

Barrett Waller – Waller & Company Public Relations

Barrett Waller is a contracted Public Relations Consultant for OSCIPA. Mr. Waller has more than 20 years experience in the public relations/marketing field. He is accredited in Public Relations and is president of Waller & Company, a full-service Tulsa PR firm that serves clients throughout Oklahoma and the region.

Brad Cost – Infinedi, LLC

Brad Cost is the president and owner of Infinedi, LLC; a claims clearinghouse used by OSCIPA members. Infinedi, LLC has been a business partner of OSCIPA since 1994 and has been owned by Mr. Cost since 2000.

OSCIPA Personnel

Larry Bridges, Ph.D., Executive Director

Dr. Larry Bridges has been in the healthcare industry for nearly 25 years, including more than a decade of provider contracting experience with Blue Cross and Blue Shield of Oklahoma as well as Prudential HealthCare and Aetna US Healthcare. He earned his Ph.D. from the University of New Mexico. As OSCIPA's Executive Director, Dr. Bridges handles contracting, provider and member relations, as well as oversight of daily operations.

Laura Bertotti, BA, Public Relations Coordinator

Laura Bertotti earned her Bachelor's degree from the University of Tulsa and has 7+ years experience in insurance provider relations. She is responsible for writing and coordinating all internal and external communications/publications including newsletters and faxblasts. She creates and maintains the information presented on the OSCIPA website and coordinates all educational seminars.

Brooke Hawley, BS, Financial Coordinator

Brooke Hawley earned her Bachelor's degree from the University of Oklahoma and has been with OSCIPA for 9+ years. She oversees the billing process and handles financial data reporting to the Executive Director, Treasurer, and the Board of Directors as well as the OSCIPA accountant. She also manages the accounts receivable, accounts payable, bank statements, and invoices.

Elizabeth Hendricks, Credentialing Specialist

Elizabeth Hendricks has been with OSCIPA for 6 years and has completed several computer related continuing education classes. She is responsible for verifying credentialing and recredentialing documents and preparing them for the Credentialing Committee. She is also responsible for the *acclaim!* Card, CrediServ and conducting internal claims auditing for OSCIPA.

Amy Prentice, BA, ASCT, CPC, Educator

Amy Prentice earned her Bachelor's degree from Northeastern State University. She also has an Associate of Science in Chiropractic Technology from Palmer College of Chiropractic and is a certified coder. Amy has 4+ years experience working in multiple chiropractic offices. She teaches the chiropractic assistant workshops sponsored by OSCIPA and writes coding faxblasts for OSCIPA. She also provides office consultation and training services.

Susan Perry, Billing Service

Susan Perry is the owner/operator of Outsourced Medical Billing, a billing service overseen by OSCIPA. Susan earned an Associate's degree in Applied Science from Tulsa Community College. She has Medical Coding Certification and continues to complete continuing education classes. Susan also has 11+ years experience in practice management, patient services, medical coding and billing at several medical offices.

Outsourced Medical Billing

With constant changes in today's billing guidelines, accurate medical billing and correct payment is critical. Remember that OSCIPA has contracted with Outsourced Medical Billing to provide a professional and cost-effective solution for your billing and insurance reimbursement issues through:

- Electronic claim filing for quick reimbursement
- Consistent supervision of account
- Reliable claim follow-up
- Detailed monthly reporting

If you are interested in more information about Outsourced Medical Billing contact Susan Perry at 918-607-4210.

2008 EDUCATIONAL OPPORTUNITIES

RE-LICENSING SEMINARS

INTRODUCTION TO FUNCTIONAL AND KINETIC TREATMENT WITH REHAB, PROVOCATION AND MOTION

September 12-14, 2008 Crowne Plaza Oklahoma City
Taught by Thomas Hyde, D.C. - 16 hours CEU (pending OBCE approval)

NEW LICENSEE ORIENTATION SEMINAR

July 12-13, 2008 Crowne Plaza Oklahoma City
16 hours CEU (pending OBCE approval)

CHIROPRACTIC ASSISTANT WORKSHOPS

MARCH 13, 2008
Tulsa Tech Center - Riverside Campus

MARCH 20, 2008
Francis Tuttle Tech Center - OKC

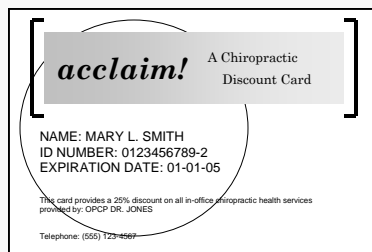
To find out more information about these educational opportunities or the benefits of membership contact OSCIPA at 918-641-0444 or visit us at www.oscipa.com



acclaim! Card

Chiropractors in Oklahoma, Kansas and Tennessee are using the **acclaim!** Card. They have discovered the value that this tool brings to their office. The **acclaim!** Card allows your office to use one fee schedule for all patients, whether covered by health insurance or not. The **acclaim!** Card eliminates the credibility and perceptual prob-

lems experienced when using different fee schedules for insured and cash patients.



Your patients simply purchase the **acclaim!** Card, from OSCIPA, for an annual fee of \$30.00. They, in turn, will receive a twenty-five percent discount from your standard fee schedule for all the chiropractic health, diagnostic or radiology services they re-

ceive. In addition, all family members living in the same household can be included under the same **acclaim!** Card membership at no additional charge. The **acclaim!** Card can only be used at the chiropractor's office where the card was purchased, promoting patient loyalty; an additional benefit for you. You don't have to be an OSCIPA member to use the **acclaim!** Card. To find out more contact us at 918-641-0444 or visit our website at www.oscipa.com.

