

## NEWS BREAK

*November 12, 2009*

### Blue Cross Toolkit Available to Members

Over the past several months, Anthem Blue Cross has announced several changes that will impact physicians. The changes include fee schedule, payment policy, and claims editing software updates, a switch to paperless EOBs, as well as a requirement that physicians sign new contracts and accept reduced rates to continue treating Healthy Family and AIM patients.

To help physicians understand the impact these changes will have on their practices, CMA has published a Blue Cross toolkit. The toolkit contains information on each of these changes, including important dates and links to important documents and sample letters.

The toolkit is available free to members at the members-only website or by contacting MMCMS.

*Contact: CMA's reimbursement help line, 888/401-5911 or [jblack@cmanet.org](mailto:jblack@cmanet.org).*

### Red Flags Rule Delayed Again

The Federal Trade Commission has announced that implementation of the Red Flags rule is being delayed again, this time until June 1, 2010. The AMA has been urging the FTC and Congress that physicians are not "creditors" and should not be subject to the rule. For more information on the FTC's decision go to: <http://www2.ftc.gov/opa/2009/10/redflags.shtm>.

### CMA Publishes H1N1 Billing Guide for Physicians

To help physicians understand how to bill for H1N1 vaccine, CMA has reached out to all the major payors in California for clarification on their H1N1 billing policies. CMA has compiled this information into an easy to read chart available to members. You may request a copy of the chart using the contact information below or by contacting MMCMS.

*Contact: CMA's reimbursement help line, 888/401-5911 or [jblack@cmanet.org](mailto:jblack@cmanet.org).*

## Best Practices: Managing Call Volume

For many medical offices, the volume of phone calls received daily is overwhelming. During periods of heavy call volume, calls may be dropped and wait times may be long, frustrating patients and staff alike.

Chapter 3 of CMA's **Best Practices toolkit** will show physicians' practices how to reduce unnecessary call volume by systematically evaluating the reason for the calls and creating a plan for change.

CMA published the 140-page **Best Practices toolkit** with generous support from the Physicians' Foundation, to help physicians improve the efficiency, and in turn the quality, of their practices. In addition to learning how to assess your call volume, the toolkit will also teach you:

- How to find and keep qualified staff;
- How to build a defensible fee schedule;
- When it makes sense to cancel a payor contract
- How to make sense of your revenue stream;
- How to improve the patient experience;
- And much more.

The Best Practices toolkit, available free to all physicians, is organized into nine chapters that can be read sequentially or on an as-needed basis. **Download the toolkit today.**

Contact: CMA's reimbursement helpline, 888/401-5911 or [fnavarro@cmanet.org](mailto:fnavarro@cmanet.org).

