

Medical Society of Delaware

Physicians Advocacy Program

➤ BROADCAST FAX ◀

TO: PHYSICIANS AND OFFICE STAFF

DATE: September 9, 2011

Please copy and distribute to all office staff:

____ Physicians ____ Clinical ____ Management ____ Billing/Insurance ____ Front Desk

Highmark Call Center Closed Due to Flooding

Due to flooding conditions, Highmark Medicare Services has closed its Camp Hill facility, including the call center, from September 8 until further notice. The Interactive Voice Response (IVR) Unit remains available during the closure.

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#### eRx Final Rule Updates

The Centers for Medicare and Medicaid Services (CMS) has released its final rule on the Medicare Electronic Prescribing (eRx) Incentive Program. The final rule provides more flexibility for hardship exemptions to avoid the 1 percent Medicare payment penalty in 2012. The deadline for requesting the exemption has been extended to November 1, 2011. Final exemption hardship categories for eligible physicians to avoid the 2012 penalty are:

- The physician's practice is located in a rural area without high speed internet access.
- The physician's practice is located in an area without sufficient available pharmacies for e-prescribing.
- The physician is registered to participate in the Medicare or Medicaid EHR Incentive Program and has adopted Certified EHR Technology by October 1, 2011, and prior to the time the physician requests an exemption.
- Inability to electronically prescribe due to local, state, or federal law or regulations (Physicians who mainly prescribe narcotics but – due to certain legal limitations – cannot submit these prescriptions electronically can apply for this exemption category).
- Limited prescribing activity (physicians who do not prescribe on a regular basis may apply for this exemption).
- Insufficient opportunities to report the e-prescribing measure due to limitations of the measure's denominator

All exemptions requests must be submitted through a special CMS webpage which is not yet available. The Medical Society of Delaware will provide that link as soon as it is available.

**SEPTEMBER 14 WEBINAR TO EXPLAIN UPDATES** –The American Medical Association is presenting a free webinar on the final rule on the 2012 Medicare e-Prescribing Incentive Program at 1 p.m. Wednesday, September 14. Register for this complimentary one-hour webinar at <https://cc.readytalk.com/cc/schedule/display.do?udc=jsxqw91kp1bq>. (Please see [www.MedicalSocietyofDelaware.org](http://www.MedicalSocietyofDelaware.org) for a direct link to the webinar registration and a Quick Reference Guide to the Rule).

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Part B Immediate Offset Request Fax Process - Phone Number Update

Physicians who use immediate offset as an option to satisfy a demanded overpayment amount from future Medicare payments must request this action via fax at the Highmark Medicare Services office. **Effective Monday September 26, a new fax number must be used for the offset request fax process. The new number is 717-635-4217.** The current fax number – (717) 302-3823 – will remain in effect until that time.

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#### UnitedHealthcare Community Plan Seeks Physician Input on Satisfaction Survey

UnitedHealthcare Community Plan is offering its network physicians the opportunity to comment on its services. In the near future physicians may receive a survey to evaluate the services UnitedHealthcare Community Plan provides to physicians and patients. Physician opinions will help UnitedHealthcare assess the level of satisfaction, as well as identify opportunities for improvements to better meet the needs of practices. If you have any questions regarding the survey, please contact Provider Services at 800-600-9007 and ask to speak to your Provider Advocate.

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UPCOMING EVENTS

- October 5** – Delaware Cancer Education Alliance's *Walking the Talk: Steps Toward Lowering Cancer Risks*, 8:30 a.m. to 3 p.m., Delaware State University, Dover. Register at jchiquoine@cancer.org or call 484-840-9183.
- October 11** – ProAssurance's *Physicians Risk Management Seminar*, 5:30 to 8:30 p.m., Chase Center on the Riverfront, Wilmington. Attendance may qualify physicians for a 5 percent discount off malpractice premiums. Register at 800-613-3615.
- October 12** – ProAssurance's *Practice Manager Risk Management Seminar*, 9 to 11:30 a.m., Chase Center on the Riverfront, Wilmington. Attendance may qualify the practice for a 2 percent discount per physician. Register at 800-613-3615.

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To unsubscribe to this publication, please contact Donna Barton at 302-224-5198.