

# Group & Individual Marketing News Bulletin



South Carolina

BlueCross BlueShield of South Carolina  
is an independent licensee of the  
Blue Cross and Blue Shield Association



## ARCHIVES

You may access marketing bulletins from 2001 to present in the "I Am An Agent" portion of our Web site, [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com).

## NEW ADDRESS?

If your contact information changes, including e-mail address or fax number, please e-mail us your updated information to [grpandindv@bcssc.com](mailto:grpandindv@bcssc.com).

## ORDER SUPPLIES

To order BlueCross supplies on COIN, visit our Web site at [www.SouthCarolinaBlues.com](http://www.SouthCarolinaBlues.com), and select *I Am An Agent*. Then, select "Order Supplies" under *Resources*.

## QUESTIONS?

Contact your marketing representative at 1-800-288-2227 ext. 42328 if you have questions.

April 17, 2009

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## New Radiology Precertification Process

In an effort to control rising health care costs, BlueCross BlueShield of South Carolina is implementing precertification changes for certain services. Precertification is designed to make sure doctors are not ordering unnecessary tests or duplicating services. Our goal in making these changes is to try to help our members make the most of their benefits and avoid unnecessary out-of-pocket expenses, which could ultimately impact your groups' health care costs.

Because the precertification process is proven to be successful in managing medical benefit costs, providers must now get precertification for computed tomography (CT), magnetic resonance imaging (MRI), magnetic resonance angiogram (MRA) and positron emission tomography (PET) scans for all fully insured accounts. Please note that precertification is not required in an emergency room or inpatient setting.

BlueCross network management staff has delivered extensive provider education across the state and will continue in these efforts. For in-network, South Carolina providers, it is the providers' responsibility to request precertification. **However, if members receive CT, MRI, MRA or PET scans from an out-of-network provider in South Carolina or ANY provider OUTSIDE of South Carolina, members are responsible for having their providers call for precertification.**

Effective immediately, at renewal, BlueCross will send members new ID cards that will include the precertification information. If group members would like to order new ID cards with the updated precertification information prior to renewal, they can visit our Web site at [SouthCarolinaBlues.com](http://SouthCarolinaBlues.com). Members should log in to **Member My Insurance Manager<sup>SM+</sup>**, click **ID Card Request** and follow the instructions. They can also call the Customer Service phone number listed on their member ID cards.

Enclosed you will find a notice that will be sent to all groups along with a member notice for those groups to share with their employees. We have already begun to send the new ID cards to our individual members. However, this change is not effective for them until the fall. At that time, we will send out a marketing bulletin reminding you of this change and also send notices to our individual members.

If you have any additional questions regarding this benefit change, please contact your marketing representative.



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To: Benefits Administrators

From: BlueCross BlueShield of South Carolina

RE: Benefit Change

Date: April 13, 2009

In an effort to control rising health care costs, BlueCross BlueShield of South Carolina is making changes to the precertification processes physicians follow when ordering certain services. Precertification is designed to make sure doctors are not ordering unnecessary tests or duplicating services. Our goal in making these changes is to help members make the most of their benefits and avoid unnecessary out-of-pocket expenses, which can ultimately impact your company's health care costs.

Because the precertification process is proven to be successful in managing medical benefit costs, providers must now get precertification for computed tomography (CT), magnetic resonance imaging (MRI), magnetic resonance angiogram (MRA) or positron emission tomography (PET) scans prior to providing services. BlueCross network physicians already use precertification for certain services, and we have informed them of these changes. Please note that precertification is not required in an emergency room or inpatient setting.

For in-network, South Carolina providers, it is the provider's responsibility to request precertification. **However, if members receive CT, MRI, MRA or PET scans from an out-of-network provider in South Carolina, or ANY provider OUTSIDE of South Carolina, members are responsible for having their providers call for precertification.**

Enclosed you will find a notice to share with your employees that outlines the precertification changes and includes information regarding ID cards. If you have any additional questions regarding this benefit change, please contact your BlueCross representative.



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## IMPORTANT NOTICE REGARDING YOUR HEALTH BENEFITS

In an effort to control rising health care costs, BlueCross BlueShield of South Carolina is making changes to the processes physicians follow when ordering certain services. This process, known as precertification, is designed to make sure doctors are not ordering unnecessary tests or duplicating services. Our goal in making these changes is to help you make the most of your benefits and avoid unnecessary out-of-pocket expenses.

Now, physicians must get precertification before you receive computed tomography (CT), magnetic resonance imaging (MRI), magnetic resonance angiogram (MRA) or positron emission tomography (PET) scans. BlueCross network physicians already use precertification for certain services, and we have informed them of these changes. Please note that if you are in an emergency room or inpatient setting, precertification is not necessary.

As noted, precertification is a process for physicians. For in-network, South Carolina providers, it is the provider's responsibility to request precertification. **However, if you use out-of-network providers, you accept additional responsibilities. If you receive CT, MRI, MRA or PET scans from an out-of-network provider in South Carolina, or ANY provider OUTSIDE of South Carolina, you are responsible for having that provider call for precertification.** Your doctor can find more information on our Web site at [SouthCarolinaBlues.com](http://SouthCarolinaBlues.com) or call 1-866-500-7664.

You will receive a new ID card (or cards) when your employer renews its benefit plan. If you would like to order a new ID card with the updated precertification information prior to your plan's renewal, visit our Web site at [SouthCarolinaBlues.com](http://SouthCarolinaBlues.com). Log in to Member My Insurance Manager<sup>SM</sup>. Click **ID Card Request** and follow the instructions. You can also call the Customer Service number on your ID card to order new cards by phone.