Did you know that members who have dental coverage through Blue Cross Blue Shield of Massachusetts (BCBSMA) and who are pregnant, or who have been diagnosed with diabetes or coronary artery disease, are eligible for additional cleanings and periodontal care?

Since hygienists are often the first source of information for patients about the relationship between their oral health and physical health, later this year, BCBSMA will send hygienists a kit of materials, including a tear-off pad with information that they can use to educate patients about this benefit. We urge everyone who interacts with patients in your office to let them know that these resources exist.

How to Identify Eligible Members

- When using our provider technologies to verify benefits and eligibility, you can determine if the member has enhanced dental benefits. These members have an Enhanced Benefit Card that identifies them as eligible for these services. Members can also call the Member Services number on their card to verify their eligibility.
- If the member has diabetes, coronary artery disease, or is pregnant, but has not yet been identified by BCBSMA for the enhanced benefits, let the member know that these benefits are available to them. The member's physician must certify their diagnosis by submitting the Enhanced Dental Benefits Enrollment Form to BCBSMA. You can download the form by logging on to our website at www.bluecrossma.com/provider and selecting Resource Center>Forms>Administrative Forms. BCBSMA will notify the member of his/her eligibility for the benefits, and then eligible members may make an appointment with your office for the dental care.

Educational Brochures Available

- Education is especially important for pregnant women. Studies show that the risk of pre-term birth increases when the mother has periodontal disease. To educate our members—your patients—about this connection, we now offer two brochures that you can hand out to patients who are pregnant or who are considering pregnancy:
  - Dental Care During Pregnancy
  - A Healthy Pregnancy and Beyond, developed in conjunction with Philips Corporation, makers of the Sonicare® power toothbrush. This brochure comes with a rebate form for the new Sonicare FlexCare powerbrush. Also, the Sonicare Essence 5300 powerbrush can be ordered at a discounted price at www.bluecrossma.com; click My Wellbeing>Healthy Discounts, scroll down to the Sonicare Essence 5300 link, and click on Order Form.

To request a supply of these brochures for your office or if you would like more information about our Total Health Connection program, contact your Dental Network Representative at 1-800-882-1178, Option 4.
Spotlight Series: How to Bill Claims for Implant Fixtures, Abutments, and Crowns

Coding for endosseous dental implants can be confusing because the term “implant” can have different meanings depending on the stage of the implant process you are trying to code.

Dental implant placement usually consists of the following three components:
1. Surgical placement of the implant fixture
2. Placement of the abutment on the implant fixture
3. An abutment-supported implant crown.

Alternatively, sometimes an implant-supported crown is placed, eliminating the need for an abutment.

For members with Type 3 benefits, BCBSMA now covers all three components of the implant process (CDT-2007 code D6010), up to the annual maximum of the member’s policy. Adjunctive services—such as bone grafting or guided tissue regeneration provided in conjunction with implant placement, extractions, or in edentulous areas—are not covered and are considered a member liability.

An abutment placed on an implant can be either prefabricated or custom. This is analogous to either a prefabricated or cast post and core that could be placed on a tooth after endodontic therapy. Codes for these procedures are shown in the table below.

To ensure that you receive the correct allowance for the procedure when billing for crowns on implants, use the code for implant crowns rather than the code for a crown on a natural tooth.

For more coding information, refer to our Dental Procedure Guidelines, available by logging on to www.bluecrossma.com/provider and clicking Resource Center>Admin Guidelines & Info>Blue Books>CDT Guidelines.

Or, call your Dental Network Manager at 1-800-882-1178, Option 4 with any additional questions.

<table>
<thead>
<tr>
<th>The following CDT-2007 Code:</th>
<th>Should be used for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>D6010</td>
<td>The surgical placement of the implant, second-stage surgery, and the placement of a healing cap where indicated</td>
</tr>
<tr>
<td>D6056</td>
<td>A prefabricated abutment</td>
</tr>
<tr>
<td>D6057</td>
<td>A custom abutment</td>
</tr>
<tr>
<td>D6058, D6059, D6060, D6061, D6062, D6063, or D6094, depending upon the materials used in the fabrication of the crown</td>
<td>An implant crown is placed over an abutment</td>
</tr>
<tr>
<td>D6065, D6066, or D6067, depending on the materials used in fabricating the crown</td>
<td>A crown is attached directly to the implant without the use of an abutment.</td>
</tr>
</tbody>
</table>
In line with our commitment to help improve access to dental care in Massachusetts, BCBSMA recently donated $50,000 to the Massachusetts Dental Society (MDS) Foundation for its Mobile Access to Care (MAC) Van program. The funds will support administrative expenses related to the program.

Since February 2007, the MAC Van has been traveling to 13 districts throughout Massachusetts, targeting areas with the greatest need, and providing free screenings and comprehensive care to children. The van visits schools, Head Start programs, YMCAs, Boys and Girls Clubs, and other neighborhood sites.

With state-of-the-art equipment and two operatories, the van is staffed by dentists, hygienists, and assistants. After providing initial care, screening, and oral health education in the van, the staff refers children to local dentists who participate in MassHealth or MassDentists CARE programs for ongoing care.

“We don’t want patients to wait until the van comes back to receive care,” says Robert E. Boose, EdD, Executive Director of the Massachusetts Dental Society.

Exceeding Expectations

The program exceeded expectations during the first year, according to Dr. Boose, treating 1,400 patients—mostly children—and providing 415 referrals for follow-up care.

“We believe it brings to light to the legislature that children are in dire need of getting access to care,” says Dr. Boose.

The MDS Foundation seeks to raise approximately $500,000 each year to sustain the program; BCBSMA is committed to collaborating with the Foundation and others in the community to ensure that our health system provides the highest quality care to all Massachusetts residents, regardless of income, race, or ethnicity.

For more information, go to www.massdental.org and click on MDS Foundation.

During its first year, the Mobile Access to Care Van brought dental care to 1,400 patients throughout Massachusetts.

By the Numbers: The MAC Van’s First Year

- $315,000 in free care provided
- 130 volunteers staffed the van
- 55 locations visited
- 415 children referred to dentists
BCBSMA recently mailed you an invitation to attend our Dental Blue® Seminar this spring. During this two-hour seminar, we’ll update you about our Total Health Solutions program, in addition to some important business and administrative updates.

By the end of this seminar, you will be able to:

- Understand BCBSMA’s Total Health Solutions program
- Name the technologies available to you through BCBSMA
- Answer frequently asked questions about coding and claim submission.

Office managers and office staff who complete the training will receive one CEU.

Join Us at One of Eight Seminar Locations
For your convenience, we are offering the seminar at eight locations. All seminars will be held from 9 - 11 a.m.

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 11</td>
<td>Boston</td>
</tr>
<tr>
<td>March 13</td>
<td>Quincy</td>
</tr>
<tr>
<td>March 18</td>
<td>Worcester</td>
</tr>
<tr>
<td>March 20</td>
<td>Framingham</td>
</tr>
<tr>
<td>April 1</td>
<td>Springfield</td>
</tr>
<tr>
<td>April 3</td>
<td>Lowell</td>
</tr>
<tr>
<td>April 8</td>
<td>Woburn</td>
</tr>
<tr>
<td>April 10</td>
<td>Mansfield</td>
</tr>
</tbody>
</table>

Registering Is Easy
Please register by either:

- Faxing the registration form we mailed to you to: 617-246-9397
- Logging on to our website at www.bluecrossma.com/provider and select Resource Center>Training & Registration>Course List. Under the Dental subheading, choose Dental Blue Seminars Spring 2008 and complete the online form.

We look forward to seeing you!

Questions?
Please call your Dental Network Manager at 1-800-882-1178, Option 4.

BCBSMA is Planning Annual Survey of Dental Provider Satisfaction

Our annual survey of dental provider satisfaction is underway and will continue through March.

This year, the 2,000 dentists selected to participate in the survey will be able to complete the survey online or via a paper survey. BCBSMA has worked diligently over the past several years to improve our participating dental providers’ satisfaction through adjustments to our fee schedule, changes to our dental policies, and improvements to the level of service our Dental Information Center offers.

If you’re selected to take part in this effort, we hope you’ll complete the survey to help us learn how to continue improving the services we offer to you.
**Time is Running Out! The NPI Deadline is Fast Approaching**

With the Centers for Medicare & Medicaid (CMS) mandated National Provider Identifier (NPI) deadline of May 23, 2008 just around the corner, it is important to note the following claim submission guidelines:

- All dental claims (paper and electronic) submitted to BCBSMA on or after the NPI deadline of May 23, 2008 must contain an NPI.
- Electronic Dental claims submitted without an NPI on or after March 1, 2008 will be returned through your clearinghouse.
- Because it is BCBSMA’s corporate policy to require an NPI on all claims submitted—electronic and paper—we reserve the right to return paper claims received on or after May 23, 2008 without an NPI.

**Submitting NPI-compliant Electronic Claims**

If you have shared your NPI with us and believe that you or your vendor, billing agency, or clearinghouse (if applicable) is ready to submit NPI-compliant format, begin submitting your claims including your NPI.

**Use Your NPI Now!**

There is no time to waste. If you haven’t already, you should begin using your NPI as soon as possible.

If you haven’t registered your NPI with BCBSMA yet, please do one of the following:

- Log on to our website at www.bluecrossma.com/npicollection
- Call our dedicated toll-free NPI line at 1-888-781-1309.

---

**Click & Connect**

**Here’s What’s New on BlueLinks for Providers**

Your Fee Schedule is Just a Click Away

Did you know that you can access your current schedule of maximum allowable charges from our BlueLinks for Providers website?

Log on to www.bluecrossma.com/provider and click Resource Center>Admin Guidelines & Info>Fee Schedules. You’ll be able to download and print your fee schedule with the click of the mouse.

As always, if you have questions about your fee schedule, please call your Dental Network Manager at 1-800-882-1178, Option 4.

Check Out Our Training Courses

BCBSMA currently offers the following training courses online for dental providers:

- How To Do Business with BCBSMA
- Oral Health for Total Health
- Introduction to Dental Online Services

To access these training programs, log on to www.bluecrossma.com/provider and select Resource Center>Training & Registration>Course List.

Not Registered For Our Website?

Go to www.bluecrossma.com/provider and click on the blue box that says Register Now for BlueLinks for Providers.
Reminder About Standard Time Limitations on Certain Services

As a reminder, all Dental Blue® and Dental Blue® PPO benefits have limits on how often they can be accessed.

If you are calling for benefits, please note that these limits are standard for all dental plans, except for members of the Federal Employee Program (FEP) Standard or Basic Option. For FEP member benefit information, please call: 1-800-882-1156.

The chart below shows some common services and their time limitations.

Complete information about time limits for all dental codes can be found in our Dental Procedure Guidelines and Submission Requirements. To download a copy, log on to our website at www.bluecrossma.com/provider and click Resource Center>Admin Guidelines & Info>CDT Guidelines.

Remember to check member benefits and eligibility using Online Services prior to performing services. Log on to our website and select Manage Your Business>Go to Online Services.

For more information, call our Dental Information Center at 1-800-882-1178, Option 3.

<table>
<thead>
<tr>
<th>For this service:</th>
<th>The time limitation is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Periodic oral evaluation</td>
<td>Once per six months</td>
</tr>
<tr>
<td>Adult or child prophylaxis</td>
<td>Once per six months</td>
</tr>
<tr>
<td>Full-mouth series radiograph</td>
<td>Once each 60 months</td>
</tr>
<tr>
<td>Bitewing radiographs</td>
<td>Once per 12 months</td>
</tr>
<tr>
<td><strong>Restorations:</strong></td>
<td></td>
</tr>
<tr>
<td>◗ Amalgam</td>
<td>Once per tooth surface per 12 months</td>
</tr>
<tr>
<td>◗ Composite</td>
<td>Once per tooth surface per 12 months</td>
</tr>
<tr>
<td>◗ Crowns, bridges, dentures</td>
<td>Once per tooth, teeth, or arch, per 60 months</td>
</tr>
</tbody>
</table>
Cultural Considerations: Language Barriers May Create Obstacles in Dentistry

Studies have shown that Hispanic patients feel more comfortable with Hispanic dental professionals. Furthermore, Spanish-speaking patients who don’t have access to Spanish-speaking dentists are less likely to seek proper dental care compared with patients who speak English.

An ADA dentist profile survey in 1996 showed that the race and ethnicity of dentists have a strong correlation to the race and ethnicity of their patients.

To approach language barriers, you can:

- If possible, use an interpreter when appropriate.
- Refer your patient to a dentist who speaks his/her language, if you think the patient would benefit.

Websites that offer information in both Spanish and English:

- Centers for Disease Control and Prevention: www.cdc.gov/oralhealth
- The Hispanic Dental Association: www.hdassoc.org
- Proctor and Gamble*: www.dentalcare.com

*This site also has patient education materials available in Chinese, French, German, Italian, Russian, and Spanish.

Article sources: the National Hispanic Medical Association and the American Dental Association.

Thank You for Visiting Us at the 2008 Yankee Dental Congress

More than 28,000 dental providers attended this year’s Yankee Dental Congress (YDC) at the Boston Convention and Exhibition Center from January 31 to February 2. Hundreds stopped by BCBSMA’s booth to learn more about Total Health Solutions and other BCBSMA initiatives. Robert Lewando, DDS, Dental Director for Dental Blue, was a panel speaker at the “Effective and Efficient Dental Claim Submissions” seminar. In addition, more than 300 Dental Blue providers and their staff attended BCBSMA’s annual appreciation reception, where Johnny Pesky of the Boston Red Sox spoke to the audience and signed autographs.

Steven Perlman, DDS, MScD, Global Director of the Special Olympics Special Smiles® program (second from left) and three Special Olympics athletes visit with representatives at the BCBSMA booth during the 2008 Yankee Dental Congress.
How to Check Eligibility, Benefits, and Claim Status

<table>
<thead>
<tr>
<th>Method</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Services (Emdeon™ Office)</td>
<td>Go to our BlueLinks for Providers website at <a href="http://www.bluecrossma.com/provider">www.bluecrossma.com/provider</a>. Log on and go to Manage Your Business&gt;Go to Online Services. Available 24 hours a day, 7 days a week. You must be a registered BlueLinks for Providers user. The registration process is easy, secure, and free. For assistance with registration, please call your Dental Network Manager at 1-800-882-1178, option 4.</td>
</tr>
<tr>
<td>InfoDial®</td>
<td>Call 1-800-443-6657 or 617-956-2374. Available 24 hours a day, 7 days a week. Refer to Section 2, page 12, of your Dental Blue Book for instructions.</td>
</tr>
<tr>
<td>Fax inquiry</td>
<td>Call 617-246-9531. Requests received before 2 p.m. will receive a response the same day.</td>
</tr>
<tr>
<td>E-mail</td>
<td>Send an email to: <a href="mailto:dentalblue@bcbsma.com">dentalblue@bcbsma.com</a>. Requests received before 2 p.m. will receive a response the same day.</td>
</tr>
<tr>
<td>Phone</td>
<td>Call our Dental Information Center at 1-800-882-1178 and select option 3.</td>
</tr>
</tbody>
</table>

dentalfocus is published quarterly for BCBSMA dentists and their office staff. Submit letters and suggestions for future articles to:

Provider Education and Communications
Blue Cross and Blue Shield of MA
Landmark Center
401 Park Drive, MS 01/08
Boston, MA 02215-3326
-or-
E-mail the editor at: jennifer.harding@bcbsma.com

• Cleve L. Killingsworth, President and Chief Executive Officer
• Joseph Errante, DDS, Vice President, Dental Blue
• Robert Lewando, DDS, Dental Director
• Lee Ann Mitchell, Director, Dental Network Management
• Jennifer Harding, Editor
• Stephanie Botvin, Contributing Writer
• Barbara Chester, Production Manager
• Patricia Moriarty, Graphic Designer