

NEWS&NOTES

The Newsletter for EmblemHealth, GHI and HIP Providers

LATE SUMMER 2013

IN THIS ISSUE

ADMINISTRATION

- ▶ [Discover the New Features of Our Improved Provider Manual](#)
- ▶ [GHI HMO Plans Now Underwritten By HIP](#)
- ▶ [State Sponsored Programs Rebranded](#)
- ▶ [Changes to Medicare PPO Prior Approval Rules for PT/OT/ST](#)
- ▶ [Medicaid Redesign Team Updates](#)
- ▶ [Claims Corner](#)
- ▶ [Behind the Scenes](#)

CLINICAL

- ▶ [Case Management Programs](#)
- ▶ [EmblemHealth Pharmaceutical Management Program](#)
- ▶ [Changes to Provider Attestation Form Submission](#)
- ▶ [High Risk Medications for Elderly Patients](#)
- ▶ [Do You Make Snap Decisions?](#)
- ▶ [Does Your Office Have a Flu Immunization Champion?](#)
- ▶ [Serology Testing Inappropriate for Detection of Active *H. pylori* Infection](#)
- ▶ [Correct Billing for Mammography Services](#)
- ▶ [CPT Codes for Tobacco Cessation Counseling](#)
- ▶ [Healthy Beginnings PATH](#)
- ▶ [Clinical Corner](#)
- ▶ [News&Notes Archive](#)

UPDATE DIRECTORY INFORMATION ▶

[Review your information](#) now to ensure you are correctly listed in our EmblemHealth directories. If any of your information has changed or is inaccurate, just follow our simple instructions to update your profile online. Can't update your information online? Fax your changes to our Provider Modifications team at **1-877-889-9061**.

Behind the Scenes

EDITORIAL BOARD

Daniel P. Finke

Executive Vice President
Health Care Operations

Shawn M. Fitzgibbon

Senior Vice President
Provider Network Management

William A. Gillespie, MD

Senior Vice President
Chief Medical Officer

Philip J. Gillich

Vice President
Physician Contracting and
Management

John David Mahder

Vice President
Marketing and Communications

Karen Smith-Hagman, RN

Vice President
Medical Management

EDITORS

R. Clay Ballard

Lisa Bloch

Theresa Maltz

Suzanne Rabin

Catherine Richter



CONTRIBUTORS:

Elizabeth Abraham
Esmeralda Braganca
Michael Byrne
Barbara Cumbo
Jeanne Davin
Donna Howard
Deborah Kahler

Kathleen Lauro
Natasha Levin
Kathleen Milito
Kristen Orlow
Agnes Pangilinan
Ewa Stankiewicz
Alice Tully

WE INVITE YOUR COMMENTS:

Please share with us any suggestions for stories of interest to our clinical communities and their staffs. Contact providercomm@emblemhealth.com with your ideas.

Group Health Incorporated (GHI), HIP Health Plan of New York (HIP), HIP Insurance Company of New York and EmblemHealth Services Company, LLC are EmblemHealth companies. EmblemHealth Services Company, LLC provides administrative services to the EmblemHealth companies.