

NEW RESPIRATORY HEALTH PROGRAM

EFFECTIVE FEBRUARY 2015

Introducing the Medavie Blue Cross Managing Chronic Disease Program



Asthma AND Chronic Obstructive Pulmonary Disease (COPD) CARE

Medavie Blue Cross is proud to announce our innovative new approach to managing chronic disease- the **first program of its kind** in the Canadian private health insurance industry. This Asthma and COPD module is the first in our new Managing Chronic Disease program, and we are proud to be **partnering with the Canadian Lung Association** to help develop this module.

Health care professionals play a vital role in patient care. We understand the impact that education, support and specialized services can have on the health outcomes of those living with chronic disease. We are pleased to offer our plan members **reimbursement for targeted health services** through a network of lung health educators.

How the Program Works:

Effective February 1, 2015, eligible plan members living with asthma and COPD will have access to one-on-one respiratory disease management counselling sessions provided by a network of **designated health professionals**- including respiratory therapists, registered nurses, pharmacists and other licensed allied healthcare professionals. There will be **no physician referral required**, so eligible members will have direct access to these services.

Lung health services that qualify for reimbursement will include: educational assessments, and the planning and implementation of appropriate interventions and patient supports, including one-on-one tobacco cessation consultation.

We are currently developing **tools to help plan members connect** with this network of providers, including enhancements to the provider search function in our Medavie Mobile app, our Member Services site, and more.



How to Enrol:

To become a participating provider, you must:

- 1) be a licensed health professional such as a registered respiratory therapist, registered nurse, pharmacist or other allied healthcare professional **AND**
- 2) have current Certified Respiratory Educator (CRE) or Certified Asthma Educator (CAE) certification.

To enrol, simply visit our website at www.medavie.bluecross.ca/provider-registration. Please ensure you attach a copy of your CRE or CAE certification.

Once enrolled, you will receive a Welcome Letter with your unique Medavie Blue Cross provider ID number. You must indicate this provider ID number on all receipts and claim forms.

You can print a *Managing Chronic Disease* claim form by visiting the Health Professionals section of our website at www.medavie.bluecross.ca/HealthProfessionals.

Questions?

Please refer to the attached FAQ to help with any questions you may have. If you have additional questions, please email us at inquiry@medavie.bluecross.ca or call:

Atlantic Canada: 1-800-667-4511

Ontario: 1-800-355-9133

Quebec: 1-888-588-1212



Managing Chronic Disease Program Q&A

Q. What types of services are eligible for reimbursement under this new Medavie Blue Cross benefit?

A. Medavie Blue Cross will provide reimbursement for one-on-one asthma or COPD counselling/education intervention, including:

- Initial consultation (to identify and address learning needs and client's issues related to his/her lung disease as time allows in first consultation)
- Counselling sessions (to address client's learning needs and establish goals with client)
- Follow up sessions (to evaluate and revise goals and interventions as necessary)

Sessions would include discussion on the following:

- Identification of the client's learning needs related to his/her lung disease
- Disease process (pathophysiology, symptoms, chronicity and prevention)
- Appropriate management of disease including pharmacological and non-pharmacological (based on current published CTS guidelines)
- Avoidance of known triggers that worsen symptoms
- Correct inhaler delivery technique
- Action plans used to prevent exacerbations
- Tobacco cessation consultation
- Appropriate resources for the client (community resources available, written resources including on-line)

It is important to remember that **Medavie Blue Cross is supplemental to government health care services**- meaning we will not reimburse for any services eligible for coverage under government health care programs or services administered by government funded hospitals, agencies or providers.

Q. What services are not eligible under this new benefit?

A. Medavie Blue Cross will not provide reimbursement for:

- Services that would typically be provided free of charge – ie medication instruction at a pharmacy counter
- Services delivered in the hospital
- Services that are delivered as part of a home oxygen program
- Sessions with the members that are less than 15 minutes in duration



Q. How much am I allowed to charge for my services under this program?

A. Medavie Blue Cross sets usual, reasonable and customary (U&C) reimbursement limits on all health services and expenses eligible under our health plans.

The Managing Chronic Disease benefit has a per-visit U&C limit based on initial consultations ranging between 30-60 minutes and follow up sessions ranging between 15-60 minutes. This U&C was set taking into consideration the fees typically charged by eligible practitioners (including RNs and Pharmacists), fees charged by other licenced health educators, and fees paid by governments for similar disease management services.

In addition to the per-visit U&C, the Managing Chronic Disease benefit has an overall annual maximum.

*Note: The purpose of a group health plan is to provide supplemental coverage for expenses that are ineligible through provincial health programs. To be considered an eligible expense, services cannot not be rendered within a hospital (institutional) setting and such expenses must be for services that **all members of the public are charged equally for**, whether or not they have private insurance coverage.*

Q. Does this benefit have a pay direct electronic option?

A. No, the member will pay the full cost of any expense to the Approved Provider at the time of service. Medavie Blue Cross will then reimburse the member for eligible expenses on receipt of proof of payment.

Q. How do I know if a Medavie Blue Cross plan member has coverage for these services?

A. Not every Medavie Blue Cross plan member will be eligible for reimbursement for these services. Plan members will be eligible for reimbursement provided that The Managing Chronic Disease program has been added to their benefit plan. As member and plan sponsor education and awareness about this program increases, we anticipate the uptake to grow.

The plan member can check to see if they have coverage for this benefit with our Medavie Mobile app, by visiting our Member Services website, or by calling our Customer Contact Centre at 1-888-873-9200 in their area.

Q. What is the provider criteria for delivering these reimbursable services?

A. Providers registered with Medavie Blue Cross for the Asthma and COPD module of the *Managing Chronic Disease* program must have the following credentials:

- Be a health professional such as a registered respiratory therapist, registered nurse, licensed pharmacist or other allied healthcare professional approved by Medavie Blue Cross **AND**
- Have a valid and current Certified Respiratory Educator (CRE) or Certified Asthma Educator (CAE) certification.

Q. Why is CRE or CAE certification required?

A. CRE and CAE certification is required to ensure the quality and consistency of services delivered to our members. Healthcare professionals who have earned the CAE or CRE credential have received additional specialized, evidence-informed training in health education as well as asthma and/or COPD management. Certification ensures that these healthcare professionals have met a rigorous training and examination process to determine that they have achieved the required level of competency (skill, knowledge and ability) to provide safe and effective respiratory education.

Additionally, CAEs and CREs must recertify their credential every five years, to demonstrate that they have kept their skills, knowledge and ability current.

Q. Where can I find out more about CRE and CAE certification?

A. The Canadian Network for Respiratory Care (CNRC) is the organization that certifies healthcare professionals as Certified Asthma and Respiratory Educators. Visit the Canadian Network for Respiratory Care [online](#) for more information regarding these certifications.

Q. How do I register as a provider for this program?

A. To enrol as a registered provider with Medavie Blue Cross for this new benefit simply visit our website or click [here](#). Please ensure you attach a copy of your CRE or CAE certificate with your registration.

Q. Do I have to sign an agreement to be an approved provider for this program?

A. You are not required to sign an agreement. As per the Medavie Blue Cross Provider Guide, submission of first claim signifies acceptance with the terms and conditions as outlined in the guide. **Please refer to Appendix F for information specific to this program.** You can access the guide on our website or click [here](#).

Q. Do plan members need a physician referral to access these services?



A. No, a physician referral is not required for reimbursement of services under this program. Our plan members will have direct access to approved providers.

Q. How will plan members locate approved providers?

A. In early 2015, our members will be able to locate approved providers through the provider search function on our Medavie Mobile app and through the Member Services website.

Q. Are the drugs recommended by the CRE or CAE covered under this program, as well?

A. CAEs and CREs may discuss drug therapy which is consistent with published medical guidelines and may be appropriate for the client; however, prescribing medications is the responsibility of the physician or other provider whose scope of practice includes prescribing medications.

Costs of drugs are **not eligible** under this Chronic Disease Management benefit however they *may* be covered under the member's drug plan. Members can verify reimbursement under their plan by calling our Customer Information Centre in their region.

Q. What do I need to provide plan members so they can submit a claim under their health plan?

A. You need to provide plan members with a paid-in-full receipt along with a completed Managing Chronic Disease Claim Form so they can submit their claim to Medavie Blue Cross for reimbursement.

You can print a *Managing Chronic Disease* claim form by visiting the Health Professionals section of our website or click [here](#).

If you are unable to provide them with a claim form, your paid-in-full receipt must indicate:

- 1) A description of the services provided, and
- 2) The unique Medavie Blue Cross provider ID you were given when you enrolled.