

December 2009

Dear Blue Cross and Blue Shield of Nebraska Network Provider:

In a continuing effort to promote quality care for our members, Blue Cross and Blue Shield of Nebraska is pleased to introduce a Radiology Quality Initiative (RQI) for advanced diagnostic imaging services. The program, administered by American Imaging Management® (AIM®), will begin with the opening of AIM's call center on February 8, 2010, to review services scheduled on or after March 1, 2010.

The implementation of this program supports increased patient safety and high quality, efficient health care. The program will cover non-emergent advanced diagnostic imaging services that are performed in an outpatient setting. The modalities covered under this program include:

- Computed Tomography (CT)
- Computed Tomography Angiography (CTA)
- Magnetic Resonance Imaging (MRI)
- Magnetic Resonance Angiography (MRA)
- Nuclear Cardiology
- Positron Emission Tomography (PET) Scans

Please note that imaging studies performed in conjunction with emergency room services, inpatient hospitalization, outpatient surgery (hospitals and free standing surgery centers) or 23-hour observations are excluded from this program.

The program has been structured to have minimal impact on your office routine in the following ways:

- A straight forward order request process – with no requirement for CPT or ICD codes
- Order numbers are not required on claims submitted
- Full transparency – clinical guidelines are available online for you to review at [www.americanimaging.net](http://www.americanimaging.net)

***For procedures that are scheduled on or after March 1, 2010***, all BCBSNE ordering providers will be required to obtain an order number from AIM before scheduling one of the elective outpatient advanced diagnostic imaging procedures found on the enclosed CPT code list.

**Register Early!**

To begin participating in this program, we encourage you to go online to sign up and complete the pre-registration process in advance at [www.americanimaging.net/goweb](http://www.americanimaging.net/goweb). To complete pre-registration, use the following PIN: **197-83169**.

Pre-registration with expedited account approval is available online starting February 8 – March 12. Once you are registered, you will immediately receive an e-mail confirming your registration. A password will be sent within 24-48 hours upon completion of the registration. If you register after March 12, the standard registration process will apply.

***(Continued on back)***

*\*A full list of the Current Procedural Terminology (CPT) codes included under this program are enclosed with this mailing. The list may be updated from time to time as published by the American Medical Association in the CPT Manual.*

**Save the Date! - Upcoming Town Hall and Webinar Opportunities**

To learn more about BCBSNE's Radiology Quality Initiative, join us for one of the following events (all times are CST):

<b>Town Hall Meetings</b>	<b>Webinars</b>
<b>Tuesday, January 19 - Lincoln</b> 2-4 p.m. St. Elizabeth Regional Medical Center 555 S. 70 <sup>th</sup> St. Franciscan Rose Conference Rooms – Lower Level <b>Register by Friday, January 15</b>	<b>Tuesday, January 12, 1-2:30 p.m.</b> <a href="http://www2.gotomeeting.com/register/187078203">www2.gotomeeting.com/register/187078203</a> <b>Register by Monday, January 11</b>
<b>Thursday, January 21 - Omaha</b> 10 a.m. - Noon BCBSNE – North Building 7261 Mercy Road Omaha Conference Room <b>Register by Monday, January 18</b>	<b>Friday, January 15, 9:30-11 a.m.</b> <a href="http://www2.gotomeeting.com/register/894988970">www2.gotomeeting.com/register/894988970</a> <b>Register by Thursday, January 14</b>
	<b>Wednesday, January 20, 1-2:30 p.m.</b> <a href="http://www2.gotomeeting.com/register/246937507">www2.gotomeeting.com/register/246937507</a> <b>Register by Tuesday, January 19</b>
	<b>Thursday, January 21, 10 a.m. – Noon</b> <a href="http://www2.gotomeeting.com/register/463023530">www2.gotomeeting.com/register/463023530</a> <b>Register by Wednesday, January 20</b>
	<b>Friday, January 22, 9:30-11 a.m.</b> <a href="http://www2.gotomeeting.com/register/392723923">www2.gotomeeting.com/register/392723923</a> <b>Register by Thursday, January 21</b>

To register for one of the Town Hall meetings, go to [bcbsne.com](http://bcbsne.com) and click on the green "Providers" tab. When you register for a Town Hall meeting or a webinar, additional information will be sent to you upon registration.

As we approach the February 8, 2010 implementation date, we will provide you with additional information regarding the program.

In the meantime, if you have any questions, please refer to the enclosed Frequently Asked Questions document or contact your assigned Health Network Consultant:

**West Region, Charlie Kennedy**  
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(options 1,1)  
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**East Region, Sue McHargue**  
**Phone:** (402) 458-4807 or (800) 821-4787  
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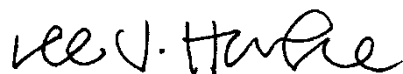
**Central Region, Loraine Miller**  
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**Omaha, Pam Black**  
*(The Nebraska Medical Center, Podiatrists, Dentists, Behavioral Health, PT/OT/ST, HME, Ambulance)*  
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**Omaha, Vickie Richter**  
*(UniNet, Methodist Health System, MDs, DOs, ASCs, SNFs, Acute Care Hospitals)*  
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Sincerely,



Lee Handke  
Vice President, Health Network Services