

Chapter 2

Provider Responsibilities

Unit 1: How To Participate in Highmark's Networks

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2.1 How to Obtain a Provider Number

Who Is An Eligible Provider?

Highmark Blue Shield pays claims for services performed by licensed, eligible health service providers, as defined by state law. These providers include:

- Doctor of Medicine;
- Doctor of Osteopathy;
- Doctor of Dental Surgery;
- Doctor of Podiatry;
- Doctor of Optometry;
- Doctor of Chiropractic;
- Nurse midwives;
- Licensed physical therapist;
- Independent clinical laboratories;
- Licensed psychologist;
- Certain certified registered nurses;
- Licensed audiologist;
- Licensed speech-language pathologist; and
- Licensed teachers of persons who are hearing impaired

NOTE: All providers who submit claims electronically must obtain an individual National Provider Identifier (NPI) number from The National Plan and provider Enumeration System (NPPES) at <https://nppes.cms.hhs.gov> by May 23, 2007. After May 23, 2007 no payments can be made to you, or your patient, for eligible services until you have secured an NPI. Note: Highmark plans to use the NPI as the identifier for all providers eligible to receive one, regardless of electronic status.

How To Obtain An Individual Provider Identification Number From Highmark Blue Shield

In the Western, Central and Eastern Regions Only:

[What Region Am I?](#)

To be registered on Highmark Blue Shield's file, you must obtain an individual Highmark provider ID. The Provider Application can be found on the Provider Resource Center by hovering over Provider Application and clicking the Provider Application link.

In the Northeastern Region Only:

For a Northeastern Region Provider Application please contact Provider Relations at 1-800-451-4447.

Mailing Addresses for Applications

Provider Applications can be submitted to:

[What Region Am I?](#)

In the Central, Eastern, & Western Regions:

Highmark Blue Shield
 Provider Information Management
 P.O. Box 898842
 Camp Hill, PA 17089-8842

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2.1 How to Obtain a Provider Number, Continued

**Mailing
Addresses for
Applications,
continued**

In the Northeastern Region:

Blue Cross of Northeastern Pennsylvania (BCNEPA)
Attn: Provider Relations
19 North Main Street
Wilkes-Barre, PA 18711

After reviewing and approving your application, Highmark or BCNEPA (where applicable) will establish a provider identification number for your practice and notify you of that number in writing.

**If You Already
Have An NPI
Number**

If you already have a National Provider Identifier (NPI) number this will be used as your individual Highmark number. The individual NPI number will replace the individual Highmark number after May 23, 2007.

Please see the end of this unit for more information on how to apply for an NPI number.

2.1 How To Become A Traditional Participating Provider

Overview Highmark Blue Shield has agreements with thousands of Participating Providers – eight out of ten in the state – representing every major discipline.

How To Become A Traditional Participating Provider Complete a Participating Provider agreement and send the agreement with a copy of your current Pennsylvania license to:

Western, Central, and Eastern PA	Northeastern PA
Highmark Blue Shield	Blue Cross of Northeastern PA (BCNEPA)
Provider Information Management	Attn: Provider Relations
PO Box 898842	19 North Main Street
Camp Hill, PA 17089-8842	Wilkes-Barre, PA 18711

Look at the form titled **Participating Provider Agreement** on the Provider Resource Center by hovering over Provider Forms, clicking on Provider Information Management Forms to see the Participating Provider Agreement. Regulations for Participating Providers includes the rules and regulations of participation as well as bylaws of Highmark Inc. After the agreement is processed, you will be notified in writing of the effective date of your participation.

How To Resign From The Traditional Participating Provider Network To resign from participation with the Participating Provider Agreement Network, send a signed, written request to Highmark Blue Shield’s Provider Information Management department at one of the addresses above. A resignation may be submitted at any time. It is effective thirty (30) days after receipt by Provider Information Management. A letter will be sent to you advising you of the effective date of your resignation.

For Northeastern Region Only:

If you are a provider with a main office located in one of the following counties in the Northeastern Region (Bradford, Carbon, Clinton, Lackawanna, Luzerne, Lycoming, Monroe, Pike, Susquehanna, Tioga, Wayne, or Wyoming), please fax a signed, written request to Blue Cross of Northeastern Pennsylvania’s Provider Relations Department at 1-570-200-6880.

For More Information On Becoming A Traditional Participating Provider For more information about how to become a Participating Provider, please contact your region’s Provider Line:

Western Region: 1-866-763-3224
 Central Region: 1-866-731-8080
 Eastern Region: 1-866-362-6116
 Northeastern Region: 1-800-451-4447

[What Region Am I?](#)

2.1 How To Become A PremierBlue Shield Provider

Overview

PremierBlue Shield is Highmark Blue Shield's statewide, selectively contracted preferred provider network that was implemented in January 1994. The network services various statewide products, as well as the national BlueCard PPO program.

Please see Chapter 2, Unit 2, of the [Highmark Blue Shield Office Manual](#) titled, [PremierBlue Shield Network Procedures](#), for more information about the PremierBlue Shield network.

How To Become A PremierBlue Shield Provider

For Western, Central and Eastern PA Providers:

If you are a Primary Care Physician (PCP) – Family Practice, General Practice, Internal medicine or Pediatrics, please complete PremierBlue Shield Preferred Provider Agreement for Primary Care Physicians in Managed Care Programs (PCPs) based on your area of expertise.

If you are a Specialist, please complete the PremierBlue Shield Preferred Provider Agreement (Specialists)

If your specialty is Family Practice, Internal Medicine, or Pediatrics and you want to be recognized as both a PCP and a Specialist, please complete both forms noted above.

These forms are located on the Provider Resource Center under Provider Application. After hovering over Provider Application, drag to Provider Application and select the proper form from the list.

Northeastern PA:

To obtain a provider application, call 1-800-451-4447.
The PremierBlue Shield selection criteria includes:

- Unrestricted licensing in the state in which you practice
- DEA certificate (if applicable)
- Medical Education and Training (initial credentialing)
- Board certification (if applicable)
- History of liability claims
- Malpractice coverage amounts
- Work history (initial credentialing)
- Medicare participating status (if applicable)
- National Practitioner Data Bank (NPDB)
- Office of the Inspector General Medicare and Medicaid sanctions list
- National Provider Identifier (NPI) number

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2.1 How To Become A PremierBlue Shield Provider, Continued

How To Become A PremierBlue Shield Provider, continued

After careful review of your application, Highmark Blue Shield will advise you in writing of your acceptance or non-acceptance into the PremierBlue Shield network. A formal appeals process is available to any provider whose application is not accepted. This information is detailed in the communication you will receive.

For more information about the application process or for an application package, please visit the Provider Resource Center and select Provider Application or contact your Provider Relations representative.

How To Resign From PremierBlue Shield

To resign from participation with PremierBlue Shield, send a signed, written request to Highmark Blue Shield's Provider Information Management department at one of the addresses listed below. A resignation may be submitted at any time.

It is effective 60 days after receipt by Provider Information Management. A letter will be sent to you advising you of the effective date of your resignation.

Western, Central, and Eastern PA

Highmark Blue Shield
Provider Information Management
P.O. Box 898842
Camp Hill, PA 17089-8842

Northeastern PA

Blue Cross of Northeastern PA (BCNEPA)
Attn: Provider Relations
19 North Main Street
Wilkes-Barre, PA 18711

2.1 Assignment Accounts

Overview

An Assignment Account (AA) is established by Highmark Blue Shield to permit practices of one or more individual providers to direct Highmark Blue Shield payments to an entity other than the individual provider.

All members of an AA must participate in a Highmark Blue Shield Provider Network in order for the AA to be recognized as participating in that network. Any AA member not participating in the network must complete the proper agreement(s) with Highmark Blue Shield in order to be added to an existing AA.

How To Establish An Assignment Account

To establish an assignment account, the following conditions must be met:

1. The billing entity must be arranged in one of these manners:
 - **Incorporated solo practitioner** – An incorporated solo practitioner who desires to have the corporation recognized as the entity or to use a tax identification number (TIN) to receive payment from Highmark Blue Shield.
 - **Group practice** – Two or more providers practicing as a group may establish an assignment account to have the group recognized as a single entity for purposes of billing and payment. Examples of a typical group practice arrangement are:
 - Two or more providers practice as a partnership;
 - A group of providers form a professional corporation and the corporation becomes the employer of the providers;
 - A provider employs one or more other providers as associates in his or her practice.
- 2*. a. All members of the group must be a professional provider designated as an M.D. or D.O.

OR

- b. All members of the group must be of the same degree (i.e. D.C., P.T., O.T.)
3. All members of the group must be either participating or non-participating in the Highmark Blue Shield network(s) in which the group practices.

*Exceptions apply in the Medicare Advantage networks for M.D. and D.O. groups only.

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2.1 Assignment Accounts, Continued

[What Region Am I?](#)

AA Forms Available Through Provider Information Management

To establish an assignment account, complete the form 'Request for an Assignment Account'. The request form can be found on the Provider Resource Center by hovering over Provider Forms, then dragging to Provider Information Management Forms and clicking Assignment Account Paperwork. Return completed forms for processing to:

Western, Central, and Eastern PA

Highmark Blue Shield
Provider Information Management
P.O. Box 898842
Camp Hill, PA 17089-8842

Northeastern PA

Blue Cross of Northeastern PA (BCNEPA)
Provider System Support
19 North Main Street
Wilkes-Barre, PA 18711
Or Fax to: 570-200-6880

To establish a Medicare assignment account, call Medicare Provider Enrollment Services at 1-866-488-0549.

To Make Changes To Your Assignment Account

For Western, Central & Eastern Region Providers: Send notification of changes in writing to:

Highmark Blue Shield
Provider Information Management
P.O. Box 898842
Camp Hill, PA 17089-8842

For Northeastern Region Providers: Send notification of changes in writing to:

Blue Cross of Northeastern Pennsylvania (BCNEPA)
Attn: Provider System Support
19 North Main Street
Wilkes-Barre, PA 18711

Keep AA Information Up To Date

Please inform Highmark Blue Shield of any changes to your assignment account. Failure to keep this data current may lead to incorrect listing in directories viewed by Highmark members, missed mailings or checks, and, possibly, incorrect payments. When any of the following information changes, please notify Highmark Blue Shield immediately:

- Hours of Operation
- Practice address (physical location)
- Mailing address if different from practice address
- Specialty (needs signatures of AA members if you are changing their individual specialties as well)
- Tax Identification Number (TIN)

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2.1 Assignment Accounts, Continued

Keep AA Information Up To Date, continued

- Additions/deletions of AA members
- Telephone number, including area code (member access telephone number)
- Fax Number

For Western, Central & Eastern Region Providers:

Send notification of changes by using the Provider Information Change function in NaviNet or in writing to:

Highmark Blue Shield
 Provider Information Management
 P.O. Box 898842
 Camp Hill, PA 17089-8842

For Northeastern Region Providers: Send notification of changes only in writing to: Blue Cross of Northeastern Pennsylvania (BCNEPA)

Attn: Provider System Support
 19 North Main Street
 Wilkes-Barre, PA 18711

When A Provider Leaves Or Joins An AA

You should notify Highmark Blue Shield's Provider Information Management or Blue Cross of Northeastern Pennsylvania's Provider System Support *within 30 days* when an existing provider leaves your assignment account or when a new provider joins the account. The appropriate form can be found on the Provider Resource Center under Provider Forms. Click on the form 'Request for Addition/Deletion to existing assignment account' to report the change.

Highmark Blue Shield's Provider Information Management or Blue Cross of Northeastern Pennsylvania's Provider System Support will send written notification to the members of the assignment account who are leaving, to advise them of the transfer of profiles to their individual provider number. Please be sure to notify Highmark Blue Shield of a departing provider's new address and tax identification number – an employer identification number or Social Security Number, as appropriate. If you notify us that there are no providers left in the account, we will send you written notification of the cancellation date of the entire account.

Restrictions

Highmark has the right to deny a request to add to or delete any practitioner from an Assignment Account. Highmark will always deny such a request when a utilization case is open that is pending resolution.

2.1 Non-network Provider Payment Guidelines

Overview

Non-network providers do not sign an agreement with Highmark Blue Shield. Therefore, they have no contractual obligation to accept Highmark Blue Shield's allowances as payment-in-full. However, non-network providers are required to accurately report services performed and fees charged.

Highmark Blue Shield sends payment for covered services performed by non-network providers directly to the member who is responsible for reimbursing the non-network provider. Non-network providers do not receive Explanation of Benefits (EOB) statements.

2.1 How to Obtain an NPI

How to Obtain An NPI

Although May 23, 2007 was the official deadline for HIPAA-covered entities to obtain and begin using NPIs on electronic transactions, Highmark still encourages you to obtain an NPI now if you haven't already done so. Highmark also encourages you to then begin including your NPI on all electronic transactions as soon as possible to ensure seamless transactions.

Health care providers can apply for NPIs in one of three ways:

- Complete the Web-based application process online at: <https://nppes.cms.hhs.gov>.
- Download and complete a paper application from the NPPES Web site, and mail it to NPPES.
- Call NPPES at: 1-800-465-3203 (TTY: 1-800-692-2326) for a paper application.

For more information about the NPI, visit the National Provider Identifier page on the Resource Center. This page is conveniently located under the *HIPAA* link.

How To Notify Highmark Of Your New NPI

Once you receive your NPI, please report this new number to Highmark, by forwarding a copy of your NPPES confirmation e-mail to Highmark via Fax, e-mail, or U.S. Mail. Please be sure to include your name, Highmark provider number, and the NPI associated with that Highmark provider number on any submission.

You may also complete our [NPI Submission Form](#) and return it to Highmark via Fax to U.S Mail.

Fax: 1-800-236-8641
E-mail: PDSNPIUpdate@highmark.com
U.S. Mail: Provider Information Management
P.O. Box 898842
Camp Hill, PA 17089-8842
