

PROVIDER BULLETIN

PROVIDER INFORMATION



October 1, 2019

Blue Cross Contracts with TruHearing to Manage Certain Medicare Audiology and Hearing Aid Benefits Effective January 1, 2020

Blue Cross and Blue Shield of Minnesota and Blue Plus (Blue Cross) has contracted with TruHearing to manage the Medicare Advantage and Platinum Blue hearing aid network and will include provider contracting, credentialing, provider relations and education. Providers who wish to become in-network for Blue Cross Medicare Advantage and Platinum Blue members must contract through TruHearing by January 1, 2020.

What are the changes for Medicare Advantage and Platinum Blue hearing aids and fittings?

Effective January 1, 2020, hearing aids and fitting that are not covered by traditional Medicare will be covered for Blue Cross' Medicare Advantage and Platinum Blue members only when provided as an in-network benefit through TruHearing. TruHearing will offer stand-alone hearing aid dispenser and audiology contracts to those clinics who are interested in continuing to see Blue Cross Medicare members. Audiology and hearing aid Providers that do not contract with TruHearing will become non-participating for hearing aid fittings and hearing aid supplies. Providers do have the option to become a TruHearing provider by contracting with TruHearing.

If your organization has a Blue Cross contract for audiology or hearing aid services, what services are covered for January 1, 2020?

Medicare covered services such as diagnostic hearing and equilibrium/balance exams will not be impacted. TruHearing is not contracted to provide Medicare covered services and will not be providing these services to Blue Cross Medicare members.

How to apply for a contract through TruHearing?

To apply for a contract with TruHearing call **1-855-286-0550**.

- The contract application will be emailed to the provider.
- After your contract request is reviewed, you will receive additional information via the email address you provided to the TruHearing Credentialing Department. Please note this information is only sent by email and is not mailed. All contract requests are reviewed for access needs. The status of the contract application will occur in 4 to 6 weeks by email.

Products Impacted:

- Platinum Blue
- Medicare Advantage

Questions?

If you have questions on the TruHearing contracting or credentialing process please call TruHearing's Provider Outreach at **1-855-286-0550**, from 7 a.m. to 5 p.m. Mountain time.