

PROVIDER QUICK POINTS

PROVIDER INFORMATION



March 27, 2019

SmartChoice Program for Fully Insured Commercial Products

In today's increasingly complex healthcare environment, patients need help identifying the best treatment options. In order to help educate our members on those options, starting April 1, 2019, Blue Cross and Blue Shield of Minnesota (Blue Cross) and eviCore Healthcare (eviCore) are implementing eviCore's SmartChoice program for all fully insured commercial members.

What is SmartChoice?

eviCore's SmartChoice program educates patients about their options when receiving high-tech imaging services. The program enables patients to select the same-quality (or better) diagnostic imaging procedures at the most cost-effective and geographically convenient facilities to ensure optimal health outcomes. The SmartChoice program only applies to fully insured commercial members in the 7-county metro area.

How does the program work?

The SmartChoice program proactively contacts patients when their ordering physician has requested a higher-cost facility for high-tech radiology services if there is another conveniently located participating facility that offers the same service at a lower cost.

Note: Patients are not contacted in urgent or emergency situations, or when the choice of another network facility is not appropriate due to clinical circumstances or patient needs.

After eviCore is contacted for precertification of coverage for an MRI, a specially trained representative may contact the patient by phone. The representative can assist in several ways, by:

- Providing information about conveniently located, cost effective, and participating facilities (hospitals or freestanding) that can perform the requested service(s).
- Scheduling an appointment at the patient's facility of choice.
- Finalizing the precertification for the approved services, and providing the authorization information to the member, the ordering physician, and the selected facility.
- Connecting directly with the Health Plan's Customer Service Team when needed, to help answer the patient's questions about benefits, account-based balances, or other plan details.

For health care professionals who order high-tech imaging studies:

When initiating the precertification request through eviCore providers will be asked for a current phone number for the patient. Once the requested MRI has been approved by eviCore, an eviCore SmartChoice program representative will attempt to speak with the patient within one hour.

Providing an accurate phone number to eviCore will help ensure that the patient can be contacted quickly.

The conveniently located, cost-effective, participating facilities that eviCore will identify to the patient will also be identified to the health care professional who initiates the precertification requests.

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Distribution: Available online at: <https://www.bluecrossmn.com/healthy/public/personal/home/providers/forms-and-publications>

Provider Frequently Asked Questions:

Can I choose a cost-effective facility for my patient?

During the process of creating a prior authorization request, eviCore will offer a list of cost-effective facilities for your patient that you can choose from.

What about the facility I select?

Your preference will be recorded, and the eviCore representative will include this facility on the list when we call your patient. As part of the SmartChoice program, Blue Cross is letting their members know their options for imaging as well as the costs involved.

How will I know where my patient is going?

Once your patient has selected a facility, a fax will be sent with the authorization number and their chosen location to your office, as well as to the selected facility.

How can I reach someone if I have a question about the SmartChoice program?

The toll-free number for Blue Cross SmartChoice is 866-686-2994.