

The Highmark logo features the word "HIGHMARK" in a bold, black, sans-serif font. A blue swoosh underline is positioned above the "H".

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The background of the slide features three medical professionals. At the top center, a male doctor with glasses and a white surgical mask is shown from the chest up, wearing a white lab coat and blue gloves, holding a syringe. At the bottom left, a male doctor is shown from the chest up, wearing a white lab coat and a stethoscope, looking through a large magnifying glass. At the bottom right, a female doctor is shown from the chest up, wearing a white lab coat and a stethoscope, smiling. The background is a light blue with a subtle pattern of water droplets and a globe.

Administrative Simplification With CAQH at Highmark

Presented by:
Derek Flickinger & Conrad Lehman

About Us...

- Highmark provides millions of people with the security of quality health insurance.
- Our history of helping families and companies with their health insurance needs dates to the 1930s, when our predecessor companies were established to help Pennsylvania's residents pay for health care.

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About Us (cont.)...

- Highmark was created in 1996 by the consolidation of two Pennsylvania licensees of the Blue Cross and Blue Shield Association — Pennsylvania Blue Shield (now Highmark Blue Shield) and Blue Cross of Western Pennsylvania (now Highmark Blue Cross Blue Shield). We are now one of the largest health insurers in the United States.



About Us (cont.)...

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- Highmark Companies

- Highmark BlueCross BlueShield
- Highmark BlueShield
- Mountain State BlueCross BlueShield
- Keystone Health Plan West
- Highmark Health Insurance Company
- Highmark Senior Resources

- Health

- Gateway Health Plan*
- Industrial Medicine Consultants*

- Dental

- United Concordia*

- Vision

- Davis Vision*
- Eye Care Centers of America*
- Viva*

- Health Related Insurance

- Highmark Insurance Group*
- Highmark Medicare Services*



About Us (cont.)...

- Network Size
 - 66,144 Professionals
 - 1,937 Facilities
- Work Load
 - 10,000 provider maintenance updates per month
 - 7,360 initial credentialing applications (2009)
 - 11,012 re-credentialing applications (2009)

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Where We Were...

- Credentialing Application Types
 - Provider Portal (Recred Only)
 - Paper (Initial and Recred)
- Incomplete Applications led to additional development time
- Labor and paper intensive process
- Misplaced documentation
- Initial Cases required manual data entry and staff to answer the phones
- Overall case completion time was above desired levels



Where We Were (cont.)...

- Provider frustration/dissatisfaction
- Low BCBSA Provider Data Quality Scores
- Increased Administrative Costs
- Continued use of Paper credentialing applications prohibited automation that would allow for operational efficiencies to be realized

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Objectives...

SCORECARD	Yes	No
Cost Savings	✓	
- Reduce FTE Staff	✓	
- Reduce Temporary Staff	✓	
- Reduce Paper Usage	✓	
- Reduce Mailing Costs	✓	
Increase Productivity - Increase Throughput	✓	
Decrease Processing Times	✓	
Improve Quality of Updates	✓	
Reduce Number of Misplaced Documents	✓	
Improve Quality Scores	✓	
Increase Provider Satisfaction Scores	✓	



Outcome...

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Cost Savings – Reduction of 3.2% in budget including:

- Elimination of 4.5 FTES
- Paper and printing costs

Increased Productivity :

- Maintenance: 13% increase in productivity
- Initial Credentialing: 24% increase in productivity
- Re-credentialing: 10% increase in productivity



Outcome (cont.)...

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Decreased turnaround time

- Initial credentialing decreased by 25.6 days (2008 compared to January - June 2010)
- Re-credentialing decreased by 28.6 days (2008 compared to January - June 2010)
- Maintenance decreased 3.1 days (2009 compared to July 2010)



Outcome (cont.)...

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Improved Quality of Updates

- Maintenance improved 4%
- Credentialing improved 2%

Improved provider satisfaction (2008 compared to 2009)

- Increased score by 18 points on ease of credentialing process
- Increased score by 5 points on ease of maintenance process



How We Did It...

- Phased Approach to utilize CAQH...
 - Pilot
 - July 2007-Oct 2007
 - Phase I
 - Jan 2008-April 2008
 - Phase II
 - April 2008 – Jan 2009
 - Phase III
 - Nov 2008 – June 2009

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Pilot...

- Credentialed new providers in selected large groups that were already utilizing CAQH
- Manually added providers to roster utilizing CAQH user interface
- Used printed replica CAQH applications during credentialing process

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Pilot – Challenges...

- Length of application
- Number of data elements not utilized in Highmark credentialing process
- Could not use manual roster process as long term solution

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Phase I...

- Targeted existing CAQH users
- Manually transmitted file to CAQH to obtain CAQH IDs and to add providers to Highmark's Roster
- Automated CAQH ID Load to provider database

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Phase I – Challenges...

- General unfamiliarity with CAQH Replication Application
- Cumbersome process to manually roster and enter CAQH ID into Highmark's system for initials

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Phase II...

- Systematic Request CAQH ID and Rostering of Providers being credentialed in the next 3 months
- CAQH Database Replication and Automatic Population
- CAQH Viewer
- Automatic updates to credentialing system
 - Processing state
 - Attestation Date
 - Image replica App

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CAQH Viewer – Attestation List



HC3 Web - Windows Internet Explorer

http://appstenv3.highmark.com/pfphc3/hc3/cred/view/practcaqhsearch.do

File Edit View Favorites Tools Help

HC3 Web

HIGHMARK

HC3 Web

Highwire PIM

09/02/2010

Table Qualifier: BTVIPR7 - Schema Qualifier: TST7

CAQH Attestation List

CAQH ID	Highmark ID-CPR Status	SSN (NPI)	Name	Provider Type / Specialty	Attest Date Attest ID Change Summary
54321000	000430222-ACTIVE	123-45-6789 (2358697409)	Rogers, Fred B	DO / Family Medicine	07/02/2010 11565356 Change Summary
54321000	000430222-ACTIVE	123-45-6789 (2358697409)	Rogers, Fred B	DO / Family Medicine	03/16/2010 10753226 Change Summary
54321000	000430222-ACTIVE	123-45-6789 (2358697409)	Rogers, Fred B	DO / Family Medicine	12/01/2009 3984861 Change Summary

HC3 Web Home

Practitioner

- Profile
- Credentialing Status
- CAQH Viewer

Vendor

- Profile
- Contracting
- Site Visit

Queues

- NPDB Transmit

Utilities

- NPI Validator
- Log4j Configuration
- Document PDF Loader
- Table Maintenance
- Roster Generation

Reports

PDS Letter System

Provider Contracts Document Search

Done

Local intranet 100%

CAQH Viewer – Attestation Profile



HC3 Web - Windows Internet Explorer

http://appstenv3.highmark.com/pfphc3/hc3/cred/view/caqhviewerdetail.do?attestID=11565356

File Edit View Favorites Tools Help

HC3 Web

Home Highwire PIM

09/02/2010

Table Qualifier: BTVIPR7 - Schema Qualifier: TST7

CAQH Practitioner Attestation Profile [View CAQH Replica App](#)

[Personal Info and Professional IDs](#)
[Education and Training](#)
[Professional/Medical Specialty Info](#)
[Practice Location Info](#)
[Hospital Affiliations](#)
[Professional Liability Insurance Carrier](#)
[Work History](#)
[Disclosure Questions](#)
[Malpractice Claims Explanation](#)

Personal Info and Professional IDs [\[Back to Top\]](#)

Name: Rogers, Fred B Highmark ID: 000430222
 Type: DO CAQH ID: 54321000
 Attest Date: 07/02/2010 Attest ID: 11565356
 Birth Date: 02/26/1946 Gender: Male
 Hospital Based: No Other Names: No
 Languages: English

Professional IDs and Other ID Numbers

Type	Number	State	Expiration
NPI	2358697409		
SSN	123456789		
UPIN	B12345		
Medicare	RO430222		
DEA	BS1234567		02/29/2012
License	OS001234L	PA	10/31/2010

Education and Training [\[Back to Top\]](#)

Name	Address City, State Zip	Start/Stop	Institution Type	Department / Specialty	Degree Awarded	Education / Training Completed at this Institution
Temple University	North Broad Street Philadelphia, PA 19140	08/01/1978 06/01/1980	Graduate School		MBA	Yes
Philadelphia College of Osteopathic Medicine	4170 City Avenue Philadelphia, PA 19131	08/01/1982 06/01/1986	Medical School		DO	Yes
Pinnaclehealth at Comm Hosp	4300 Londonderry Road Harrisburg, PA 17109	07/01/1986 06/01/1988	Internship/Residency	Family Practice		Yes
Lebanon Valley College	Annvile, PA 17003		Undergraduate School			Yes

Done Local intranet 100%

Phase II – Challenges...

- Data Mapping
 - From:
 - CAQH Replica Application
 - West Virginia State Mandated Application
 - Ohio State Mandated Application
 - To:
 - CAQH Replica Database
- Re-attestation without Data Changes
 - CAQH Replica Application and supporting attestation data not transmitted
- Inventory Volumes
 - Quick turn-around times on receipt of applications causes spike in inventory

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Phase II – Challenges (cont.)...

- Ability to view Highmark Systems, view CAQH Viewer and perform primary source verifications on one monitor

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Phase III...

- CAQH Portal
- Creation of shell provider in provider database
- Creation of initial credentialing case in credentialing system
- Automatic rostering of new provider
- Automatic load of newly assigned CAQH id in provider database
- Systematic load of selected data to provider database

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Phase III (cont.)...

- Paperless initiative
 - Dual Monitors
 - Paper imaged to work queues
 - Desktop in-bound/out-bound faxing
 - Development Letters (with attachments) sent automatically via e-mail or fax with a copy going to image for audit

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CAQH Portal – Request to be Credentialed



https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/practitioner/practDetail.jsp - Windows Internet Explorer

https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/practitioner/practDetail.jsp

File Edit View Favorites Tools Help

Practitioner Details

Initial Provider Credentialing Request - Personal Information

Instructions: Complete the section below and the address section on the following screen. Once you begin your request, you must complete it in one session as you will not be able to save it and complete at a later time. Once you submit an Initial Provider Credentialing Request, you will not be able to change and re-submit. Fill in all applicable fields and review your data for accuracy. After completing this section, click Next to enter address information.

Name	Last Rogers	First Fred	Middle B	Suffix 	
National Provider ID	2358697409	Social Security Number		CAQH ID	
Date of Birth	02/15/1946	mm/dd/yyyy	Highmark ID		
Practitioner Type	Medical Doctor	Degree	Medical Doctor		
Primary Specialty	Internal Medicine	Primary Specialty Role	Specialist		
Secondary Specialty		Secondary Specialty Role			

Credentialing Contact Email Address: healing_hands@doctorsoffice.com

Next

Done Local intranet 100%

CAQH Portal – Request to be Credentialed



https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/practitioner/practDetail.jsp - Windows Internet Explorer

https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/practitioner/practDetail.jsp

Practitioner Details > Address Details

Initial Provider Credentialing Request - Primary Practice Location & Credentialing Address Information

Instructions: Complete the section below. Once you begin your request, you must complete it in one session as you will not be able to save it and complete at a later time. Once you submit an Initial Provider Credentialing Request, you will not be able to change and re-submit. Fill in all applicable fields and review your data for accuracy. After completing this section, click Submit to submit your initial credentialing request. Your request will be submitted electronically and you will receive a confirmation message.

Practitioner: **Rogers, Fred B**
Credentialing Contact Email Address: **healing_hands@doctorsoffice.com**
Degree: **MD** Date of Birth: **02/15/1946**
National Provider ID: **2358697409** Social Security Number:
Highmark ID: CAQH ID:
Practitioner Type: **Medical Doctor** Primary Specialty/Role: **Internal Medicine /Specialist**

Primary Practice Location Address

Building/Location
Street: **1800 Center Street**
Suite/Room: **Take Care Clinic**
City/State/Zip/Ext: **Camp Hill** **PA** **17089** **-0001**

Credentialing Mailing Address Check here if Credentialing Mailing Address is same as Primary Practice Location

Building/Location
Street: **PO Box 890089**
Suite/Room
City/State/Zip/Ext: **Camp Hill** **PA** **17089** **-0000**
Phone Number: **717** **-302** **-0000** Ext. **5555**

Submit

Done Local intranet 100%

CAQH Portal – Request to be Credentialed



https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/address/addressDetail.jsp - Windows Internet Explorer

https://tenv7prc.highmark.com/opacaq/faces/opacaq/pages/address/addressDetail.jsp

File Edit View Favorites Tools Help

Practitioner Details > Confirmation

Initial Provider Credentialing Request - Confirmation

Instructions: Your Initial Provider Credentialing Request has been received. You may print this confirmation page for your records. Please allow 10 business days for your request to be processed. An email with additional information and instructions will be sent to the Credentialing Contact Email address supplied on your request. This email may include additional documents which must be completed and returned to complete your Credentialing Application. (In certain instances, this communication may be sent via postal mail to the Credentialing Mailing Address supplied on your request instead of via email)

Practitioner: **Rogers, Fred B**
Credentialing Contact Email Address: **healing_hands@doctorsoffice.com**
Degree: **MD** Date of Birth: **02/15/1946**
National Provider ID: **2358697409** Social Security Number:
Highmark ID: CAQH ID:
Practitioner Type: **Medical Doctor** Primary Specialty/Role: **Internal Medicine /Specialist**

Primary Practice Location Address
1800 Center Street, Take Care Clinic , Camp Hill, PA 17089-0001

Credentialing Mailing Address
PO Box 890089, Camp Hill, PA 17089-0000 717-302-0000 x5555

Done Local intranet 100%

CAQH Portal – Email with Agreements



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ProvCredMailDelv@highmark.com To: healing_hands@doctorsoffice.com
07/16/2010 05:55 AM cc
Subject: Initial Credentialing Request—CAQH Provider

Dear Fred B Rogers II, MD

Thank you for requesting information on Highmark's credentialed networks. Highmark continually seeks ways to make its network credentialing process easier for physicians and allied health care providers. As part of these efforts Highmark implemented a standardized national online credentialing system that further streamlines the credentialing process. Please visit www.caqh.org and login to the Universal Credentialing DataSource® using CAQH ID 12092566 to complete and/or review and attest to your CAQH Application. Be sure to add Highmark as an authorized plan, or grant global authorization.

Additional documentation is required in order to complete Highmark credentialing. Listed below are links to the forms necessary to complete this process. Please fax the requested information to: 1-800-236-8641, or mail to:

Provider Information Management

P.O. Box 898842

Camp Hill, PA 17089-8842

Highmark Mid-Level Practitioner Agreement (FEP)

<https://www.highmarkblueshield.com/health/pdfs/forms/hbs-280.pdf>

PremierBlue Shield Pref Prov Agmnt PCP

<https://www.highmarkblueshield.com/health/pdfs/forms/hbs-285.pdf>

Phase III – Challenges...

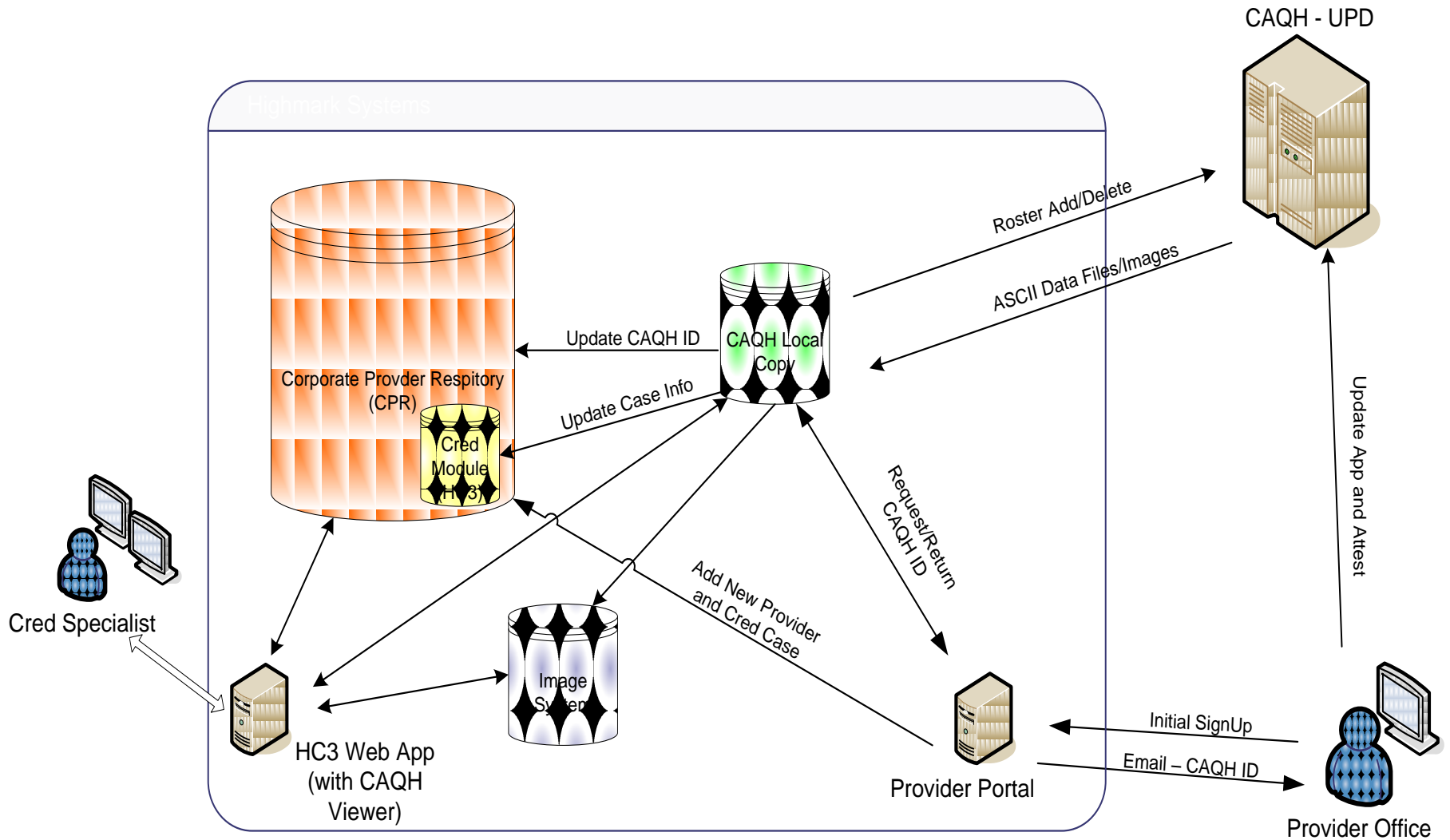
- Manual intervention needed for providers requesting a CAQH ID but already in the provider database
- Inconsistent data format / quality of data being used for systematic load of data into provider database
- Highmark required data elements not required on UPD applications
- Unfamiliarity with new software
- Re-training entire staff
- Adjusting to new concept of paperless

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System Overview...



Technologies Leveraged...

- IBM Websphere App Server
- IBM Rational Developer
- DB2 (database)
- IBM Content Manager
- Oracle Istream (Calligo)
- Biscom FAXCOM Fax Server

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What's Next...

- Adjustments to recred cycle
- Fully transition to CAQH
- Data Integration: feed to provider database
- Enhance CAQH Portal to accommodate providers already in the provider database
- Expand CAQH Portal to providers located within the Mtn State service area

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QUESTIONS

???

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The End

Thank You !

