Empire BlueCross

Complete your Medicare Advantage AIM OptiNet® registration for X-ray, ultrasound or high-tech imaging services by Jan. 1, 2017

All participating Medicare Advantage providers who provide imaging services must complete registration for AIM’s online registration tool, OptiNet. OptiNet will collect modality-specific data from providers who render X-ray, ultrasound (abdominal/retroperitoneum, gynecological and obstetrical services only at this time), Magnetic Resonance (MR), Computed Tomography (CT), nuclear medicine (NUC), positron emission tomography (PET) and echocardiograph imaging services. Areas of assessment include facility qualifications, technician and physician qualifications, accreditation, equipment and technical registration.

These data will be used to calculate site scores for providers who render imaging services for our individual Medicare Advantage members.

All participating providers who provide imaging services, including x-rays and ultrasounds as noted above, must complete the registration. Providers who do not register, who score less than 76 or who do not complete the survey by Jan. 1, 2017 will receive a line-item denial for the technical component of the outpatient diagnostic imaging service only. This includes providers who have delegated risk arrangements and who may see Empire members outside of those risk arrangements.

Participating providers who have already completed the survey but scored less than 76 can use the online registration at any time to update their information and improve their score. All providers, including those who score less than 76, will receive individualized information they can use to improve their score.

Act now to avoid line-item claims denials
Providers are strongly encouraged to register and improve their scores as needed before the line-item denials for claims submitted for dates of service on or after Jan. 1, 2017 begins. Facilities billing on a UB-04 claim form will be excluded from line item denials at this time.

The provider registration is available online at www.aimspecialtyhealth.com/goweb.

▪ Select Empire MA from the drop down menu
▪ Only those providers who have completed the provider registration will be able to view their information online
▪ If you have questions or need help completing the registration, please call AIM Customer Service at 800-252-2021

Registration checklist
The survey collects the following information:

Site and contact information:
▪ Verify imaging facility address
▪ Designated contact person
▪ Hours of operation
▪ Accreditations and expiration dates
Equipment information for each modality (as applicable)
  ▪ Manufacturer
  ▪ Model
  ▪ Year made
  ▪ Number of channels
  ▪ Magnet strength
  ▪ Table weight limit
  ▪ Volume of exams per month
  ▪ Accreditations and expiration date
  ▪ State registration and expiration date
  ▪ Procedures performed
  ▪ Average lead time to schedule appointment

Staff information
  ▪ For each interpreting physician
    • Specialty
    • Board certification and expiration date
    • Sub specialties/CAQ
  ▪ For each technologist/imager
    • State license number and expiration date(s)
    • Modalities performed
    • Certification(s) by modality
    • Certification expiration date(s)

Shared and mobile services
  ▪ Other users of equipment and facility

Contracted providers will be asked to update their online information periodically.

Globally billed claims will deny in total if the provider scores less than 76 or if the provider does not complete the survey.

Please note that the line-item denial for a site score below 76 applies only to individual Medicare Advantage claims at this time.

Members cannot be balance billed if a line-item denial occurs.

Learn more: Attend a webinar
Empire continues to offer webinars to help providers complete their OptiNet® surveys. Learn how to:

  • Access the OptiNet Assessment
  • Copy previously completed OptiNet Assessments to your Empire Medicare Advantage account
  • Complete a new AIM OptiNet registration
  • Interpret and improve your site score

Please feel free to attend the webinar of your choice at the times below. If you would like an invite sent to you please contact ronald.younger@anthem.com and note which date you plan to attend.
Oct. 12, 2016, 1-2 p.m. ET
Dial 866-308-0254
Pass code 804 205 7402#
Smart Phone 1-Click Dial 866-308-0254,,,8042057402#

Oct. 28, 2016, 3:30-4:30 p.m. ET
Dial 866-308-0254
Pass code 804 205 7402#
Smart Phone 1-Click Dial 866-308-0254,,,8042057402#

Nov. 9, 2016, 12-1 p.m. ET
Dial 866-308-0254
Pass code 804 205 7402#
Smart Phone 1-Click Dial 866-308-0254,,,8042057402#

Dec. 7, 2016, 4-5 p.m. ET
Dial 866-308-0254
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Empire BlueCross BlueShield

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