

## Private Payer Advocacy

### AAP Private Payer Advocacy Update June 2007

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#### 1. **AAP/AMA to conduct physician practice survey**

The American Academy of Pediatrics (AAP), the American Medical Association (AMA), and more than 70 other medical specialty societies are conducting a comprehensive multi-specialty survey of America's physician practices. The purpose of the survey is to collect up-to-date information on physician practice characteristics in order to positively influence national decision makers while further developing and refining policy. Thousands of practices will be surveyed from virtually all physician specialties to ensure accurate and fair representation for all physicians and their patients. If you and your practice are selected, we strongly encourage you to participate so that your voice can be one of the many to accurately represent our specialty. Additional information can be accessed at either:

<http://practice.aap.org/content.aspx?aid=1638&nodeID=4015> or  
<http://www.aap.org/moc/displaytemp/UniformAnnouncement.pdf>

#### 2. **Pediatric Council Webinar on Vaccine Financing now available**

The May 22, 2007 webinar for chapter pediatric councils on vaccine financing can now be accessed for free on the AAP Member Center, private payer advocacy page, (scroll down to View the Pediatric Council Webinar on Vaccine Financing at

<http://www.aap.org/moc/displaytemp/WebinarVaccineArchive.doc> (requires prior login to the Member Center). The one hour program provides an update on the AAP Task Force on Immunizations, Strategies to address the Costs of Vaccines and Business Realities as well as what AAP Chapters are doing to advocate for enhanced access and adequate payment.

### **3. Payers to be notified of AAP recommendations for HPV vaccine**

Letters will be sent to national carriers, benefit consultants and employer groups of the AAP provisional recommendations for the HPV vaccine. In addition, the letter urges payments to adequately cover the direct and indirect vaccine costs as well as immunization administration. A copy of the letter and any carrier responses will be posted on the AAP Member Center, private payer advocacy page. **A copy of the letter and the recommendations** are attached under separate cover.

### **4. Cost studies on vaccines underway**

As follow-up to the Immunization Congress, the AAP and AMA have assembled a joint task force to address public and private provider costs of immunizing. Kathy Cain, MD, FAAP, and member of the AAP Private Payer Advocacy Advisory Committee (PPAAC) is leading this effort for the AAP. The group's charge is to determine the true costs of vaccinating and use the data to educate payers on the need for payment that covers cost. Several studies are currently underway through both the CDC and AAP to determine the true cost of vaccinating in a pediatric office, with the first expected to conclude in Fall 2007. Please see the attached for a list of **vaccine cost studies** known to the AAP. These studies will be used, along with the Business Case for Pricing Vaccines, to approach payers to advocate for adequate payment for vaccines and immunization administration.

### **5. Check your state's regulations to address late payments by carriers**

Most of the states have regulations specifying prompt payment by carriers. If a payer is not in compliance with payments within the specified time, the law will help to collect the payment and if applicable, any interest on the amount. A current summary of the individual prompt pay laws are on the AAP Member Center, private payer advocacy page at <http://www.aap.org/moc/reimburse/promptpay.htm> (requires prior login to the Member Center). Although the state laws may vary, most include interest payments or other penalties for delayed payment on clean claims. Also, make sure clean claims are adequately defined either in the law or in your payer contract as some state's leave the definition of a clean claim to the payer.

### **6. Identifying issues for chapter pediatric councils and AAP**

Your input is needed to collect data on payer issues. Based on concerns submitted by members to the online AAP Hassle Factor Form, reports are generated for each chapter as well as the AAP Private Payer Advocacy Advisory Committee (PPAAC). These reports help chapters, pediatric councils and PPAAC identify and prioritize carrier issues for future meetings. If you have a carrier concern complete the AAP Hassle Factor Form on the AAP Member Center at [www.aap.org/moc/](http://www.aap.org/moc/) and link to the Hassle Factor Form from either the Practice Management Online site at <http://www.aap.org/moc/practice/practicemngtres.htm> or on the private payer advocacy page at: <http://www.aap.org/moc/reimburse/default.cfm> (requires prior login to the Member Center).

## 7. Hearing Screening Coding Fact Sheet now available

The AAP has developed a new Coding Fact Sheet to provide physicians with a guide to coding for pediatric hearing screening. While payer recognition of the hearing screening codes may vary, included are strategies and a template letter for pediatric practices to handle payer denials and contractual issues in the section on “Denial Management and Contract Negotiation for Hearing Screening Services” (Appendix A). The AAP continues to advocate for recognition of the hearing screening codes including separate payment and UnitedHealthcare (UHC) and Aetna both will now pay for both the evaluation and management (E/M) service and the hearing screening. The Hearing Screening Coding Fact Sheet can be accessed on the AAP Member Center, Coding and RBRBS Resources page at <http://www.aap.org/moc/reimburse/codingrbrvsresources.htm>. (requires prior login to the Member Center).

## 8. AAP News articles related to private payer issues

The June 2007 issue of AAP News features the following article related to private payer advocacy (to read the article, click on the link below the title)

**Playing the game: Pediatricians need to understand economic game theory to be paid fairly for vaccine administration**

<http://aapnews.aappublications.org/cgi/content/full/28/6/1>

**Some providers may get extension for using NPI**

<http://aapnews.aappublications.org/cgi/content/full/28/6/5-b>

**Pediatricians *can* compete with retail-based clinics**

<http://aapnews.aappublications.org/cgi/content/full/28/6/12>

For additional information on AAP private sector advocacy, contact Lou Terranova, Senior Health Policy Analyst at [lterranova@aap.org](mailto:lterranova@aap.org) or 800/433-9016 ext 7633.

### Now Available

#### **Pedialink Module on *Contract Negotiations with Payers***

This online course provides tools and techniques to help pediatricians and staff successfully negotiate payer contracts with confidence. *Contract Negotiations With Payers* features a four-step process model to help course registrants plan and prepare, use leverage when negotiating, make informed decisions, and monitor compliance to contract terms and agreements.

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or type the following link into your browser: [www.pedialink.org/cmefinder](http://www.pedialink.org/cmefinder)