

### CARE MANAGEMENT AND UTILIZATION MANAGEMENT



Blue Cross Blue Shield of Michigan and Blue Care Network offer care management programs and support services to members. We also provide utilization management programs.

These programs vary based on member coverage and may be administered by Blue Cross or BCN staff or by independent companies.

- **Care management** programs, including pharmacy adherence programs, provide patient support by identifying patients with health risks and working with them to improve or maintain their health, and **support services** provide support to members through their health journeys.
- **Utilization management** programs focus on ensuring that patients get the right care at the right time in the right location through the prior authorization process.

These programs are provided by the departments and independent companies listed below.

#### Care management and support services, including pharmacy adherence

- [HelpScript enrollment service for manufacturer copay assistance](#)
- [Blue Cross Personalized Medicine program through OneOme](#)
- [High-cost drug discount optimization program, powered by PillarRx Consulting](#)
- [Drug adherence discount program, powered by Sempre Health](#)
- [Price Edge](#)

#### Utilization management

- [Blue Cross and BCN Pharmacy departments — medical benefit drugs](#)
- [Blue Cross and BCN Pharmacy departments — pharmacy benefit drugs](#)
- [Carelton Medical Benefits Management — oncology medical benefit drugs](#)
- [OncoHealth — oncology medical and pharmacy benefit drugs](#)

Keep reading to learn which members have access to or requirements under these programs. Programs may not apply to all members.

*This document is subject to change. Access this document via [ereferrals.bcbsm.com](https://ereferrals.bcbsm.com) to ensure you're viewing the most up-to-date information.*

## CARE MANAGEMENT AND SUPPORT SERVICES

### HelpScript enrollment service for manufacturer copay assistance

Blue Care Network works with HelpScript to coordinate member enrollment in manufacturer copay assistance programs for certain high-cost medical benefit drugs. Examples of the types of drugs for which assistance will be available are oncology drugs, ophthalmology drugs to treat diseases such as macular degeneration, and drugs used to treat autoimmune diseases such as psoriatic arthritis, rheumatoid arthritis and multiple sclerosis.

HelpScript's goals are to:

- Make it easier for you, the health care provider, to receive full reimbursement for drugs that are part of the program
- Improve medication adherence and clinical outcomes
- Ensure access to certain drugs with little or no cost to the member

This service is available for members who have coverage through BCN commercial fully insured groups.

**Exceptions:** This service won't be available to members who have (1) high-deductible plans; (2) flexible spending accounts, health reimbursement arrangements or health savings accounts; (3) coverage through UAW Retiree Medical Benefits Trust non-Medicare plans; (4) coverage through the Blue Cross and Blue Shield Federal Employee Program®; or (5) a Medicare Advantage or Medicaid product as secondary coverage.

### How member enrollment works

When a patient enrolls for manufacturer copay assistance, a HelpScript patient advocate will contact your office to share enrollment details, including how you'll receive funds from the manufacturer. HelpScript will send a fax to your office to confirm the member's enrollment in manufacturer copay assistance.

Note: HelpScript may reach out to your office for help contacting your patients about enrollment or to obtain clinical documentation required by the manufacturer.

### How billing works

Provider offices will need to do the following:

1. Submit claims for the drugs to BCN for primary payment.
2. Submit the BCN remittance advice to the manufacturer's copay assistance program for the amount shown as "member owed" to receive direct payment from the manufacturer.

Note: See the document titled [Locating a voucher or remittance advice through our provider portal](#) for more information.

If any remaining "member responsible" amount is owed to the provider office for a drug that's covered under the manufacturer copay assistance program after the steps above have been completed, HelpScript will automatically send payment directly to the provider office for that amount. HelpScript typically sends the payment within 14 to 21 business days after BCN finalizes its payment.

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## CARE MANAGEMENT AND SUPPORT SERVICES

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When the billing process is complete, BCN commercial members who have active coverage and are enrolled in a manufacturer copay assistance program will have a \$0 out-of-pocket cost.

### Additional information

For questions, your office's billing department can call HelpScript at 1-833-807-4776 from 8 a.m. to 8 p.m. Monday through Friday.

#### Notes:

- This service doesn't affect utilization management requirements for the medical benefit drugs that are part of the program. For example, drugs that have prior authorization, step therapy or site-of-care requirements will continue to have those requirements.
- If a member exhausts their manufacturer copay assistance funds, the drug will continue to be covered with no cost to the member, for as long as the member remains enrolled in the assistance program.

## CARE MANAGEMENT AND SUPPORT SERVICES

### Blue Cross Personalized Medicine program through OneOme

Through Blue Cross Personalized Medicine<sup>SM</sup>, OneOme uses pharmacogenomic, or PGx, testing to analyze a patient's DNA and help health care providers determine how that patient may respond to certain medications. This may help providers make more informed medication and dosage decisions, find the best medication earlier in treatment, and minimize medication-related side effects for that patient.

Once we've identified them as likely to benefit from PGx testing, members with the following plans and prescription drug coverage through BCN are eligible:

- BCN commercial — All fully insured groups and all members with individual coverage
- BCN Advantage<sup>SM</sup> — All groups and all members with individual coverage

Member eligibility is determined using an algorithm that considers members' medications on pharmacy and medical claims and how they may be influenced by pharmacogenomics.

### Resources

- [oneome.com](https://oneome.com)
- [We're moving forward with Blue Cross Personalized Medicine](#) article in the March-April 2023 issue of *Hospital and Physician Update*

## CARE MANAGEMENT AND SUPPORT SERVICES

### High-Cost Drug Discount Optimization program, powered by PillarRx Consulting<sup>1</sup>

This program helps members find and take advantage of manufacturer copayment assistance programs that significantly lower out-of-pocket costs for select expensive medications.

The savings available through this program may help your patients afford their medicine, increase their adherence with their medication therapy and improve their health.

Blue Cross and BCN identify eligible members based on their claims history for drugs that are included in the program. PillarRx then contacts eligible members to enroll them and explain how the program works.

This service is available to eligible members who have coverage through:

- Blue Cross commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage
- BCN commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage

#### Notes:

- This program applies to prescriptions that are filled at retail and specialty pharmacies.
- Medicare Advantage members are excluded from this program.

### Resources

- [Save money on specialty and other high-cost drugs with our High-Cost Drug Discount Optimization program](#) PDF
- For more information on this program, call PillarRx at 1-636-614-3126.

<sup>1</sup>Pharmacy Services manages Blue Cross and BCN's contract with PillarRx Consulting.

## CARE MANAGEMENT AND SUPPORT SERVICES

### Drug adherence discount program, powered by Sempre Health<sup>1</sup>

This drug adherence discount program helps members save money by reducing their out-of-pocket costs when they fill prescriptions for select medications as prescribed.

Sempre Health provides these services to the following groups and individual members:

- Blue Cross commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage
- BCN commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage

#### Notes

- This program applies to prescriptions that are filled at retail pharmacies or through mail order services.
- Medicare Advantage members are excluded from this program.

### Resources

[Save money on medicine for chronic conditions with our drug discount program](#) PDF

<sup>1</sup>Pharmacy Services manages Blue Cross and BCN's contract with Sempre Health.

## CARE MANAGEMENT AND SUPPORT SERVICES

### Price Edge

Helps members get the lowest prescription drug price on select nonspecialty, generic drugs, regardless of whether the drug is covered under the pharmacy benefit.

When a member fills a prescription for an eligible drug at an in-network retail pharmacy, Price Edge automatically compares direct-to-consumer pricing that's available through drug discount cards to the pricing through the member's BCN pharmacy benefit. If there's a lower cost to the member through direct-to-consumer pricing, the member will pay the lower price.

Here's what happens depending on whether the drug is covered by the member's BCN pharmacy benefit:

- If the drug is covered by the pharmacy benefit, the price of the drug counts toward their deductible and out-of-pocket maximum.
- If the drug isn't covered by the pharmacy benefit, the cost of the drug doesn't count toward their deductible or out-of-pocket maximum.

Price Edge is available to the following groups and individual members when their pharmacy benefit is through BCN:

- BCN commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage

Notes:

- There are discounts for some over-the-counter drugs when the member has a prescription from a health care provider.
- Medicare Advantage members are excluded from this program.

## UTILIZATION MANAGEMENT

### Blue Cross and BCN Pharmacy departments — medical benefit drugs

For most medical benefit drugs, the Blue Cross and BCN Pharmacy departments make prior authorization determinations for appropriateness of care and ensure that site-of-care requirements are met.

Where to submit prior authorization requests varies:

- **For commercial members:** Submit prior authorization requests through the Medical and Pharmacy Drug PA Portal, which you can access by clicking the *Medical/Pharm Drug Benefit Prior Auth (Commercial)* tile in in our provider portal ([availability.com](https://availability.com)\*\*).
- **For Medicare Advantage members:** Submit prior authorization requests through the NovoLogix® online tool, which is accessible through our provider portal ([availability.com](https://availability.com)\*\*).

Notes:

- This **includes** drugs for gene and cellular therapy.
- This **excludes** medical oncology and supportive care drugs. See the sections below for additional information.

The pharmacy departments provide these services for the following groups and individual members:

- Blue Cross commercial
  - All fully insured groups

- Most self-funded groups\* — To determine which self-funded groups participate in this program, see the [Specialty Pharmacy Prior Authorization Master Opt-in/out Group list PDF](#)
- All members with individual coverage
- Medicare Plus Blue<sup>SM</sup> — Most groups and all members with individual coverage
- BCN commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage
- BCN Advantage — Most groups and all members with individual coverage

### Resources

- [Blue Cross Medical Benefit Drugs](#) page on our [ereferrals.bcbsm.com](https://ereferrals.bcbsm.com) website — Includes links to drug lists for Blue Cross commercial and Medicare Plus Blue members
- [BCN Medical Benefit Drugs](#) page on our [ereferrals.bcbsm.com](https://ereferrals.bcbsm.com) website — Includes links to drug lists for BCN commercial and BCN Advantage members



## UTILIZATION MANAGEMENT

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- **For Medicare Advantage members:** Submit prior authorization requests for these drugs through CoverMyMeds® or another free ePA tool, such as Surescripts®.

Note: This **excludes** oncology pharmacy benefit drugs. See the [OncoHealth section](#) later in this document.

The pharmacy departments provide these services for the following groups and individual members:

- Blue Cross commercial
  - All fully insured groups
  - Most self-funded groups\* — **Exception:** Prior authorization requests are managed by Optum Rx® for some members who have coverage through UAW Retiree Medical Benefits Trust.
  - All members with individual coverage

- Medicare Plus Blue<sup>SM</sup> — Most groups and all members with individual coverage.

**Exceptions:** For Michigan Public School Employees' Retirement System and State of Michigan, prior authorization requests are managed by Optum Rx.

- BCN commercial — All fully insured groups, all self-funded groups\* and all members with individual coverage
- BCN Advantage<sup>SM</sup> — All groups and all members with individual coverage

### Resources

- [Blue Cross Pharmacy Benefit Drugs](#) page on our [ereferrals.bcbsm.com](https://ereferrals.bcbsm.com) website — Includes links to drug lists for Blue Cross commercial and Medicare Plus Blue members
- [BCN Pharmacy Benefit Drugs](#) page on our [ereferrals.bcbsm.com](https://ereferrals.bcbsm.com) website — Includes links to drug lists for BCN commercial and BCN Advantage members

<sup>1</sup>Alternately, providers can submit prior authorization requests for commercial members through CoverMyMeds.

## UTILIZATION MANAGEMENT

### Carelon Medical Benefits Management — oncology medical benefit drugs

Through the Oncology Value Management program, Carelon makes prior authorization determinations for appropriateness of care for medical oncology and supportive care drugs that are covered under the medical benefit.

Carelon provides this service for members who have coverage through Blue Cross commercial PPO UAW Retiree Medical Benefits Trust plans.

Submit prior authorization requests through the Carelon provider portal.

Note: For information about the Oncology Value Management program through OncoHealth, which applies to most members, see the [OncoHealth](#) section below.

### Resources

- [Oncology Value Management program prior authorization list for UAW Retiree Medical Benefits Trust PPO non-Medicare members](#) PDF
- [Oncology management program through Carelon: FAQs for providers](#) PDF
- [Blue Cross Medical Benefit Drugs](#) page on [bcbasm.com](https://www.bcbasm.com/referrals)
- “Oncology Value Management program through Carelon” section in the Medical-Surgical Services chapter or the Hospital Services chapter of the *Blue Cross Commercial Provider Manual*

## UTILIZATION MANAGEMENT

### OncoHealth — oncology medical and pharmacy benefit drugs

Through the Oncology Value Management program, OncoHealth makes prior authorization determinations for appropriateness of care for oncology and supportive care drugs. OncoHealth does this for drugs covered under the medical benefit and for drugs covered under the pharmacy benefit.

Submit prior authorization requests through the OncoHealth OneUM™ portal.

OncoHealth provides these services for:

- Blue Cross and BCN commercial
  - All fully insured groups and all members with individual coverage
  - Most self-funded groups — To determine which self-funded groups have requirements under the program, see the [Oncology Value Management program participation list for self-funded groups](#) PDF.
  - Note: Although Blue Cross commercial UAW Retiree Medical Benefits Trust plans participate in the Oncology Value Management program, prior authorizations for those members are managed by Carelon. See the [Carelton Medical Benefits Management](#) section earlier in this document for more information.
- Medicare Plus Blue and BCN Advantage — All groups and all members with individual coverage

### Resources

[Oncology Value Management program through OncoHealth: FAQs for providers](#) PDF

#### For Blue Cross commercial

- [Blue Cross Medical Benefit Drugs](#) page on [ereferrals.bcbsm.com](#)
- “Oncology Value Management program through OncoHealth” section in the Medical-Surgical Services chapter of the *Blue Cross Commercial Provider Manual*

#### For Medicare Plus Blue

- [Blue Cross Medical Benefit Drugs](#) page on [ereferrals.bcbsm.com](#)
- “Oncology Value Management Program” section of the [Medicare Plus Blue PPO Provider Manual](#) PDF

#### For BCN commercial and BCN Advantage

- [BCN Medical Benefit Drugs](#) on [ereferrals.bcbsm.com](#)
- “Drugs covered under the medical benefit” section of the Pharmacy chapter of the *BCN Provider Manual*

## ADDITIONAL INFORMATION

### About this document

This document lists coverage exceptions for major groups.

It also provides links to additional resources. For resources that are publicly available, we provide direct links. To access documents that aren't publicly available, including provider manual chapters:

1. Log in to our provider portal ([availability.com](https://availability.com)\*\*).
2. Click *Payer Spaces* on the menu bar and then click the BCBSM and BCN logo.
3. Click the *Resources* tab.
4. Click *Secure Provider Resources (Blue Cross and BCN)*.

### Information for non-Michigan providers

See the following documents for prior authorization requirements.

- For Blue Cross commercial and Medicare Plus Blue members: [Prior authorization requirements for Michigan and non-Michigan providers](#) PDF
- For BCN commercial and BCN Advantage members: [Non-Michigan providers: BCN prior authorization requirements](#) PDF

You can view these documents and our medical policies through the [Medical Policy & Pre-Cert/Pre-Auth Router](#). To access the router, go to [bcbsm.com/providers](https://bcbsm.com/providers), click *Resources*, scroll to the "Out-of-area prior authorization resources" section and click the *out-of-area router* link.

### Reminder

As always, it's essential that providers check each member's eligibility and benefits prior to performing services.

Providers are responsible for identifying the need for prior authorization through our provider portal, Benefit Explainer or Provider Inquiry and for obtaining prior authorization for services, as needed.

\*For self-funded plans, the employer assumes the risk for claims costs and pays a fee for administrative services provided by Blue Cross or BCN.

\*\*Clicking this link means that you're leaving the Blue Cross Blue Shield of Michigan and Blue Care Network website. While we recommend this site, we're not responsible for its content.

Availity® is an independent company that contracts with Blue Cross Blue Shield of Michigan and Blue Care Network to offer provider portal and electronic data interchange services.

Carelon is an independent company that contracts with Blue Cross Blue Shield of Michigan and Blue Care Network to manage prior authorizations for select services.

HelpScript is an independent company coordinating member enrollment in copay assistance programs for provider-administered drugs on behalf of Blue Cross Blue Shield of Michigan and Blue Care Network.

OneOme is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing services related to genetic testing.

PillarRx is an independent company providing Blue Cross Blue Shield of Michigan and Blue Care Network with a high-cost drug discount program.

Blue Cross Blue Shield of Michigan and Blue Care Network have contracted with Sempre Health, an independent company, to provide a drug discount program.

OncoHealth is an independent company supporting Blue Cross Blue Shield of Michigan and Blue Care Network by providing cancer support services.