Anthem Blue Cross and Blue Shield

Medicare Advantage AIM OptiNet Imaging Services Initiative Postponed

(CO, CT, IN, KY, NH, ME, MO, OH, and WI)

Recent issues of Network Update and previous Important Medicare Advantage Updates portal postings have included information about an initiative administered by AIM Specialty Health® to collect information about imaging capabilities of our individual Medicare Advantage providers. This initiative has been postponed from Jan. 1, 2017 to April 1, 2017. Medicare Advantage providers will not be subject to the requirement to have a specific OptiNet score to be reimbursed for outpatient diagnostic imaging services at this time. Although there is no reimbursement impact at this time, Anthem Blue Cross and Blue Shield continues to encourage network providers to submit imaging services data for the AIM Specialty Health initiative. The provider registration is available online at www.aimspecialtyhealth.com/goweb.

If you have not yet registered, registration is available online via the AIM ProviderPortalSM (registration required). To access:

1. Go to www.aimspecialtyhealth.com/goweb
2. Select Anthem Medicare Advantage from the drop down menu
3. Log in to ProviderPortal
4. Select “Access My OptiNet Registration” from the ProviderPortal home page to begin your registration

For additional assistance with registration or your score, you may also call AIM toll free at 800-252-2021, Option #3, Monday-Friday, 8 a.m.-7 pm ET.

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 will either receive a line-item denial for the technical component of the outpatient diagnostic imaging service only or receive a notification of overpayment. This includes providers who have delegated risk arrangements and who may see Anthem 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.

If you have already completed an OptiNet assessment, please ensure that you keep your registration up to date. Expiring data could lead to a negative impact in your modality scores. Facilities billing on a UB-04 claim form will be excluded from line item denials at this time.

**Learn more: Attend a webinar**
Anthem continues to offer webinars to help providers complete their OptiNet assessments. Attend one of the webinars below to learn how to:

- Access the OptiNet Assessment
- Copy previously completed OptiNet Assessments to your Anthem Medicare Advantage account
- Complete a new AIM OptiNet registration

**Interpret and improve your site score**
Webinars will be conducted Feb. 2 and 23 from 4:30 to 5 p.m.
Please email ronald.younger@anthem.com to have an invitation for the webinar delivered directly to your calendar.