

Humana welcomes new chief medical officer

William Shrank, M.D., has joined Humana as the new chief medical officer, effective April 1.

Dr. Shrank comes to us from the University of Pittsburgh Medical Center (UPMC), where he served since 2016 as chief medical officer, Insurance Services Division. He developed and evaluated population health programs to further advance the medical center's mission as an integrated delivery and financing system. Throughout his career, Dr. Shrank has directed innovation in health care delivery and reform, and he is extensively published in these topics. As an internal medicine physician, he is very physician centered and has deep understanding of clinical quality as well as how to maximize advanced technology.

As Humana's Chief Medical Officer, Dr. Shrank will lead in advancing our value-based care initiatives. This includes Humana's focus on population health, quality, home health and improving the health outcomes of Humana-covered patients. He recently embarked on a media tour in Chicago and received quite a bit of interesting coverage. Take a minute to read through some of these articles; it's a great way to get to know our new CMO.

- [CMO Dr. William Shrank on Humana's physician strategy, 'Medicare for All' and home care as the Netflix of healthcare](#); Becker's Hospital Review, 6/4/19
- [Solving the Health Care Puzzle at Home: One on One with Humana's CMO](#); Home Health Care News, 6/4/19
- [Humana CMO: Medicare Advantage Hospice Carve-In to Foster Seamless Care Transitions](#); Hospice News, 6/5/19
- [Humana CMO on the role of AI in an integrated care landscape](#); AI in Healthcare, 6/12/19

We're thrilled to have Dr. Shrank join us here at Humana and look forward to his leadership.

For physicians, office managers and billing staff

Revised provider manual goes into effect

A revised version of the [Humana Provider Manual](#) is now available and became effective on July 1, 2019. It was last updated in 2013. It's important for all contracted healthcare providers and administrators to review the new provider manual, as your participation agreement with the Humana or ChoiceCare network contains a compliance obligation with the provisions of the manual.

Overall, the provider manual has been reorganized and streamlined to make it more user friendly. Similar subjects have been grouped together to help you quickly locate the information you need. For example, there is now a separate section that includes information on both utilization management and referrals. Additional notable revisions in this edition include the following:

- Restructuring of the Grievance and Appeal section to detail the specific characteristics of: 1) member grievance/appeals, 2) provider claims dispute requests and 3) provider termination appeals.
- Additional language to describe healthcare providers' contractual obligations to report demographic changes (e.g., name, number, address, new physicians) quickly to Humana. This information confirms that Humana's network filings are accurate and provider communications can be shared effectively.
- An updated Compliance/Ethics section covers liability insurance; fraud, waste and abuse requirements; notification requirements; conflicts of interest and Medicare obligations.

To request a printed version of the manual, please contact your local market office. Requests must include the name of the provider business, the name of person to receive the manual and the complete address.

Humana introduces new Population Health Guide website

Humana's new Population Health Guide website is organized into three sections: **Readiness, Collaboration, Metrics & Management**.

To navigate through the site, users begin by taking the **Readiness** assessment to identify their unique areas of opportunity along the value-based continuum. From there, users can navigate to the **Collaboration** section and learn about guiding principles for successful partnerships between provider groups and health plans. Users also can navigate to the **Metrics & Management** section to identify key performance indicators and best practices that can be leveraged to positively impact overall performance.

To **request access**, users will click on "Get Access" from the Population Health Guide homepage and submit the requested information. They'll receive a welcome email if authenticated as a Humana participating provider.

If you have any **questions** surrounding the Population Health Guide, please reach out to your Humana representative or email PHG@Humana.com.

We look forward to your feedback and are excited to hear how this site helps broaden value-based care.

For physicians, office managers and billing staff

Important information about billing and documentation of observation services

Facility observation services are specific, clinically appropriate outpatient services provided to help a healthcare professional decide whether a patient needs to be admitted as an inpatient or can be discharged.

Humana conducts medical record reviews for services to confirm services meet medical necessity, billing and documentation requirements. No payment is rendered for services that are not medically necessary or documented in medical records or for services inappropriately billed. For specific information about the relevant review criteria for our Medicare Advantage, commercial and Medicaid plans, review our Observation Services policy on the Humana [claims payment policies page](#).

For physicians, office managers and billing staff

Updated claim payment policies available

Humana publishes its medical claims payment policies online. The information about reimbursement methodologies and acceptable billing practices may help physicians and other healthcare providers and their billing offices bill claims more accurately. This could reduce delays, rebilling and requests for additional information. Find the policies at Humana [claims payment policies page](#).

Humana recently published medical claims payment policies on the following topics:

- DME repair and replacement
- Itemized bill
- Itemized bill review for inpatient routine services
- Observation services
- Robotic and computer assisted surgeries
- Chronic care management

Policies with Significant Revisions

- Allergy Testing
- Artificial Intervertebral Disc Replacement
- Autism Spectrum Disorders (ASD) Diagnosis and Treatments
- Bariatric Surgery
- Cardioverter Defibrillators/Cardiac Resynchronization Therapy
- Continuous Passive Motion (CPM) and Mechanical Stretching Devices
- Electric Tumor Treatment Fields
- Genetic Testing for Colorectal Cancer Susceptibility
- Genetic Testing for Diagnosis and Monitoring of Cancer and Molecular Profiling
- Nasal Surgical Treatments (Balloon Dilation and Endoscopic)
- Negative Pressure Wound Therapy (NPWT)
- Orthognathic Surgery

- Orthotics
- Pharmacogenomics and Companion Diagnostics
- Prenatal Invasive Diagnostic Genetic Testing

CDC recognizes Humana ALS work

A **Humana study** of amyotrophic lateral sclerosis (ALS) in a Medicare Advantage population is featured on the Centers for Disease Control and Prevention (CDC) **National Amyotrophic Lateral Sclerosis (ALS) Registry** site. The prevalence of ALS according to a previously validated claims-based algorithm was higher in this population than the previously published prevalence estimate for the general adult populations. The authors concluded that further work was needed to confirm the usefulness of the algorithm for identifying patients in a single plan population who may need end-of-life support.

Practicing smart with a high-value choice

Stress echo screening for patients at high risk of requiring an invasive cardiac procedure may spare patients a more intrusive and costly experience. Results recently presented at the American Academy of Family Physician's conference, Family Medical Experience, suggested patients who do not require invasive intervention could effectively and safely avoid further testing through the use of this technology. [View the research here](#)

Check out these other recent publications:

- Humana researchers characterize toxicity associated with anti-PD1/anti-PD-L1 therapy for advanced malignancy in older patients, a population underrepresented in clinical trial data. [View the research here.](#)
- Targeted medication reviews were shown to improve the effectiveness of Humana's Medication Therapy Management program. [View the research here.](#)
- Humana pharmacists who felt they were practicing at "top of their licenses" (TOL) were more likely than non-TOL respondents to believe that their work improved health outcomes, and to a smaller degree, that it improved patient experience and led to reduced costs. [View the research here.](#)
- For patients with psoriatic arthritis, route of administration and cost were the 2 most important considerations for in making medication choices. [View the research here](#)
- Most patients receiving implantable cardioverter defibrillators survived at least one year without device-related complications. [View the research here.](#)
- The findings of this real-world investigation suggest sacubitril/valsartan is associated with symptom improvements and a reduction in hospitalizations for patients with heart failure and reduced ejection fraction. [View the research here.](#)

- In collaboration with Hunger Alliance, older adult Humana members in Tampa Bay, Florida, completed a Healthy Days survey and were screened for food insecurity. The findings highlight food insecurity as a potentially important social determinant of health. [View the research here](#)
[View infographic here](#)
- Health coaching resulted in a significant drop of unhealthy days for Humana members. [View the research here.](#)
- 2018 conference presentations – see the widespread presence of Humana Researchers in 2018. [Available here.](#)

And more . . .

- [Precision medicine in the real-world: the impact of the genetic testing evolution in metastatic colorectal cancer](#)
- [Characteristics of supplemental transportation benefit participation among a Medicare Advantage population](#)

Ways to connect: Have questions or want to share an idea for other research opportunities? Email Courtney Brown at cbrown37@humana.com

Interested in seeing more research? Visit Humana’s research site to learn about past research projects, listen to podcasts, and view videos that showcase Humana’s commitment to research. Access our [highlighted research here](#) or visit our [full research library here](#).

For physicians, office managers and billing staff

Online information makes it easier to do business with Humana

Schedule training when it is convenient for you, your staff

Humana’s “Education on Demand” tool offers physicians, other practitioners and their office staff quick, easy-to-understand information about topics that help simplify doing business with Humana.

This tool can be accessed at <https://www.humana.com/provider/news/education-on-demand>

Some of the available topics are:

- Clinical Quality and Outcomes
- Commercial Risk Adjustment
- Commercial Risk Adjustment Model
- Consult™ Online (no audio available)
- Go365™
- HumanaAccessSM Visa Card

- Humana Member Summary
- Humana Overview
- Making It Easier for Physicians and Other Healthcare Providers
- Special Needs Plans (SNPs)

Humana’s “Making It Easier” series includes presentations that can help healthcare professionals better understand Humana’s claim policies and processes. The presentations can be accessed at [Humana.com/MakingItEasier](https://www.humana.com/MakingItEasier).

The page, which is updated with new content frequently, offers brief presentations that include a printable tip sheet with the most important information about each topic.

Topics include:

- Modifiers 96 and 97
- Use of Nonspecific Procedure Codes
- Tools and Resources for healthcare providers
- Home Health Billing
- Chronic Care Management Services
- Common Errors – Reporting Diagnosis Codes in the Primary Position
- Modifier 25
- Multiple Evaluation and Management (E/M) Services
- Anatomical Modifiers
- Application of Medicare NCD/LCD Guidelines
- Medicare Preventive Services
- Professional Component and Technical Component (PC/TC)
- Humana’s Maximum Unit Values
- Drug Testing and Codes
- Humana’s Approach to Code Editing
- Modifier 24
- Procedure-to-procedure Code Editing
- Modifiers 59 and X {EPSU}
- Claim Disputes and Corrected Claims

Look for Humana at a conference near you

Humana will be attending the following conferences in 2019:

- [American Academy of Family Practitioners \(AAFP\), Sept. 24–28, Philadelphia, Pennsylvania](#)
- [Medical Group Management Association \(MGMA\), Oct. 13–16, New Orleans, Louisiana , opens new window](#)

Physicians and other healthcare providers are encouraged to mark their calendars for these events. Humana representatives look forward to meeting all types of healthcare practitioners.