Lowell Kabnick, M.D., FACS, FACPh

I disclose the following financial relationship(s):

• Research Grant: BTG;
• Ownership Interest: AngioDynamics, Vascular Insights;
• Consultant/Advisory Board: AngioDynamics, BSN Jobst, Vascular Insights
Disclosure

Joseph Zygmund, RVT

I disclose the following financial relationship(s):

Employee of Covidien
How to Optimize Your Billing

Joseph Zygmunt, RVT
Lowell S. Kabnick, MD, FACS, FACPh
New York University
Reimbursement Strategy

"My doctor told me to avoid any unnecessary stress, so I didn't open his bill."
How to Optimize Collections?

Lowell S. Kabnick, MD, FACS, FACPh
New York University
How to Optimize Your Billing

Before you can optimize your billing: you must know billing.
Venous Coding Strategy
Coding Strategy

- 99203 initial visit
- 99243 consult
- 99213 level 3 follow up
CPT Codes - Procedures

Imaging/Diagnostic Codes

93965 Physiologic Flow Studies – PPG, LRR
93970 Bilateral Duplex Ultrasound
93971 Unilateral or Limited Duplex Ultrasound

76942 Ultrasound Guidance
76970 Ultrasound Study – Follow Up
76986 Intra-Operative Echo
<table>
<thead>
<tr>
<th>Global Days</th>
<th>Codes</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>36475</td>
<td>*RF Ablation 1&lt;sup&gt;st&lt;/sup&gt; vein</td>
</tr>
<tr>
<td>0</td>
<td>36476</td>
<td>*RF Ablation each additional vein</td>
</tr>
<tr>
<td>0</td>
<td>36478</td>
<td>*Laser Ablation 1&lt;sup&gt;st&lt;/sup&gt; vein</td>
</tr>
<tr>
<td>0</td>
<td>36479</td>
<td>*Laser Ablation each additional vein</td>
</tr>
</tbody>
</table>

*Inclusive of all imaging guidance, monitoring, percutaneous not - 36011/37204/76942/76998
Treatment Codes – 90 day global periods

37765 Phlebectomy 10-20 incisions

37766 Phlebectomy >20 incisions

37700 Ligation/Division Great Saphenous
37712 Lig/Div and Stripping SSV (not use w/35 or 80)
37722 Lig/Div and Stripping GSV (not use w/00 or 35)
37735 L/D GSV radical excision ulcer, graft
37760 L/D Perforators (linton procedure)
37761 Ligation of Perforator
37780 Ligation/Division Small Saphenous
37785 Excision of VV Clusters

Note: some insurers’ guidelines indicate SEPS is no longer medically indicated
Primary ICD – 9 Codes

Diseases of the Circulatory System (390-459)

454 Varicose Veins of the Lower Extremities
   454.0 VV’s with ulcer
   454.1 VV’s with inflammation
   454.2 VV’s with ulcer and inflammation
   454.8 VV’s with other complications (symptomatic)
   454.9 Asymptomatic Varicose Veins *

* this code does not meet medical necessity requirements
<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>451.0</td>
<td>Phlebitis - superficial</td>
</tr>
<tr>
<td>451.1</td>
<td>Phlebitis – deep</td>
</tr>
<tr>
<td>456.6</td>
<td>Vulvar Varices</td>
</tr>
<tr>
<td>457.1</td>
<td>Lymphedema</td>
</tr>
<tr>
<td>457.8</td>
<td>Lymphocele</td>
</tr>
<tr>
<td>459.0</td>
<td>Hemorrhage, unspecified</td>
</tr>
<tr>
<td>459.1</td>
<td>Post Phlebitic Syndrome</td>
</tr>
<tr>
<td>459.81</td>
<td>Venous Insufficiency</td>
</tr>
<tr>
<td>459.89</td>
<td>Phlebosclerosis, Venofibrosis</td>
</tr>
<tr>
<td>727.51</td>
<td>Popliteal Cyst</td>
</tr>
<tr>
<td>729.5</td>
<td>Pain in Limb</td>
</tr>
<tr>
<td>782.3</td>
<td>Edema Lower Extremity</td>
</tr>
</tbody>
</table>
## Modifiers for CPT Codes

<table>
<thead>
<tr>
<th>Modifier</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>-RT -LT</td>
<td>Right vs Left</td>
</tr>
<tr>
<td>-22</td>
<td>Unusual service – higher level</td>
</tr>
<tr>
<td>-50</td>
<td>Bilateral procedures – 150%</td>
</tr>
<tr>
<td>-51</td>
<td>Multiple procedures – same day</td>
</tr>
<tr>
<td>-52</td>
<td>Lesser or reduced service</td>
</tr>
<tr>
<td>-53</td>
<td>Discontinued – incomplete procedure</td>
</tr>
<tr>
<td>-78</td>
<td>Related service during global period</td>
</tr>
<tr>
<td>-79</td>
<td>Unrelated service during global period</td>
</tr>
<tr>
<td>-GA</td>
<td>MC non-covered waiver (ABN) is signed</td>
</tr>
</tbody>
</table>
## CPT Codes - Procedures

<table>
<thead>
<tr>
<th>Global Days</th>
<th>Treatment Codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>36468 Sclerotherapy – telangiectasias (sv’s)</td>
</tr>
<tr>
<td>10</td>
<td>36470 Sclerotherapy injection single vein</td>
</tr>
<tr>
<td>10</td>
<td>36471 Sclerotherapy injection multiple veins</td>
</tr>
</tbody>
</table>
Reimbursement
Reimbursement Strategy

- Participate
- Don’t Participate
Reimbursement

- Participating: no choice

- Non participating: choice
  - Collect at time of office, duplex ultrasound and sclerotherapy visit.
  - Prior to Procedure
    - Cash, credit card, finance
  - After procedure
    - Balance bill (more difficult to collect)
Reimbursement Location

- Office Based Payment Vs. Facility Fees
# - these amounts apply when service is performed in a facility setting – 2007 MC

# 36470 0.49 37700
# 36471 0.56 37718
# 36475 0.17 37722
# 36476 0.42 37735
# 36478 0.19 37760
# 36479 0.41 37765
# 37785 0.74 37766

Note: ratio of 5x higher payment in office
Medicare part B carriers have implemented Local Coverage Determinations (LCD’s) that have requirements for lab accreditation and/or personnel certification for anyone wishing to bill for vascular (venous) studies.

BCBS of Mass specialty credential
Sclerotherapy Charges
telangiectasia
What is Your Hourly Rate?
Hourly Rates

- Divorce Lawyers: $400-$750
- Accountants: $250-$350
- Plumbers: $80
- Mechanics: $45-$60
Sclerotherapy

- By the injection
  - Spider vein
  - Reticular vein/varicose vein
- By time
- By the syringe
What do we know?

- Insurers are out to make/conserv[e money
- Insurers initially look at all vein disease as cosmetic
- Insurers are difficult to communicate with
- Insurers know little about vein disease

No insurer is the same/No reviewer is the same

*AND* Everything Changes
Insurance Basics

- Medical necessity guidelines
- Predetermination of Benefits
- Verification of Benefits
- Recoupment of $$ by insurance carriers
- ABN Forms

The BEST appeal is one you don’t have to fight because *you have all your documentation* and meet the plan specific guidelines.
Know Your Insurance Market

- Know the insurers you encounter most
  - Understand as much as you can about your specific market
    - Medical necessity guidelines – www.bcbsnc.com
    - Procedures covered and indications
    - Global Periods
    - Add on vs. Multiple procedure codes
Verify Benefits

- Pre-existing restrictions
  - Date of treatments/diagnosis/awareness
- Deductible / Amounts met
- Limitations for Coverage
  - Global periods
  - # Treatment sessions
  - Exclusions
- ALWAYS Document Who, What, Where, and When
Exclusion Denials

- Does an exclusion truly exist?

LESSON: Don’t trust the source, ask for a copy of the Summary Plan Description (SPD)
Conservative Tx

Requirements vary
  30 days
  60 day
  90 days
  6 months

Compression etc.
Relief?
Look at your EOB’s – Recoupment!

<table>
<thead>
<tr>
<th>MEMBER NAME</th>
<th>PATIENT NAME</th>
<th>DATE(S) OF SERVICE</th>
<th>ORIGINAL OVERPAYMENT AMOUNT</th>
<th>PREVIOUSLY DEDUCTED</th>
<th>REMARK CODE</th>
<th>OVERPAYMENT DEDUCTED</th>
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</thead>
<tbody>
<tr>
<td>I.D. #</td>
<td>POLICY NUMBER</td>
<td>11/23/04</td>
<td>191.04</td>
<td>.00</td>
<td>-191.04</td>
<td></td>
</tr>
</tbody>
</table>

REMARKS
THE AMOUNT PAYABLE FOR THIS EXPLANATION OF BENEFIT HAS BEEN USED TO REDUCE AN OVERPAYMENT MADE ON THE GIVEN CLAIM(S). PLEASE ADJUST YOUR PATIENT ACCOUNT BALANCE ACCORDINGLY.
Advanced Beneficiary Notice

No longer just medicare

If you believe a service may not be covered

Informs patient of their resp to pay if insurance co does not
Partial approval

- GSV ablation- 3mo wait for further treatment
  - Phlebectomy
- No truncal reflux- no phlebectomy- cosmetic

- Check plan policy….patient to call plan administrator and carrier
Insurance Denials (Avoidance)

- Understanding insurance carriers’ requirements
- Providing complete information to the carrier
- Verifying benefits
  - Exclusions
  - Pre-existing conditions
- Submit claims for review once medical necessity has been established
In Summary
You Must Watch Your Business
I am sorry Mr. Jones but your HMO does not pay for EVLT. Dr. Almeida will strip your veins.