



# Coventry Health Care



Provider Outreach

# Provider Services Unit - PSU



- Staffing
  - Based in Houston
    - Director
    - Supervisor
    - Senior Provider Relations Reps. – 4
    - Provider Relations Reps. – 18
  - Based in Atlanta
    - Vice President
    - Information Administrator – Web content mgr.
  - Based in St. Louis
    - Director of Medicare Reimbursement

# Provider Outreach



- **Requests are documented and assigned to provider representatives – urgent given to senior rep.**
  - Calls are made and response from provider is documented
  - If unable to reach a decision-maker, provider is placed on a call back list and two additional attempts are made to obtain response
  - If after third attempt no response is given, FAX number of provider's office is obtained and information is faxed information about Advantra Freedom

# PSU – Stats thru 8/15/07



Outcomes	Number of Responses	Percentage of Total Responses
Yes	15,185	78.5%
No	1,271	6.6%
Established Patients Only	22	0.1%
Attempts Exhausted	374	1.9%
Quietly Accepting	56	0.3%
Do Not Call	39	0.2%
Moved Out of Area	208	1.1%
Pending	2,190	11.3%
<b>Total Outcomes =</b>	<b>19,345</b>	<b>100.0%</b>

# PSU – Florida



<b>Florida</b>	<b>Number of Responses</b>	<b>Percent</b>
<b>Total Providers Contacted</b>	<b>1677</b>	
<b># Yes</b>	<b>1124</b>	<b>67%</b>
<b># No</b>	<b>308</b>	<b>18%</b>
<b># Pending</b>	<b>435</b>	<b>26%</b>
<b># Attempts Exhausted</b>	<b>65</b>	<b>4%</b>
<b># Can't locate/moved</b>	<b>49</b>	<b>3%</b>

# 2007 Highlights



- Advantra Freedom
  - Provider outreach to over 300,000 providers
    - Mailed brochure to 238,000 providers (top enrollment states)
    - Calls to 130,000 both through Dial America and PSU team
    - Created provider database to track responses – used internally for alternative providers for member access issues
- Medicare Seminar
  - First Medicare seminar for national network team
    - Overview of PFFS
    - Cost Report Analysis
    - Contracting strategies
    - Medicare payment methodologies

# PFFS Access Issues



- **Providers still reluctant to see PFFS**
  - Carolinas Medical Center (CMC) in Charlotte
  - Barnes-Jewish Christian (BJC) in St. Louis
  - Mayo Clinic

# New Initiatives



- **First Claim**
  - Welcome Packet to provider
- **Accepting Providers**
  - Mailing to thank them for seeing our members giving them “State of the Union” message
- **Top 16 Enrollment States**
  - Potential contract with providers

# Contact Information



## ■ Resources

- Phone Number: 1-800-713-5095
- Website – **advantrafreedom.com**
- E-mail for Brokers:  
**PFFSProvOutreach@cvty.com**