

National Committee on Vital and Health Statistics

Subcommittee on Standards and Security

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Presented by:

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About Landmark

1985/1987

- Founded – Sacramento, California; Incorporated as a Chiropractic IPA

1995/1996

- Networks expand to Southwest and Northeast

1997

- Specialty Health Plan Knox-Keene license obtained for chiropractic benefits

1998

- Specialty license expanded to incorporate coverage for acupuncture & herbal therapies
- Insured therapeutic massage benefit

1999

- Nutrition counseling benefit

2002

- Membership – 2.2. million insured, 9 million discount
- Insured products in 15 states
- Wellness benefit option introduced

Insured CAM Products & Services

- Chiropractic
- Acupuncture
- Massage Therapy
- Prevention and Wellness Options



Coding Preferences

- **Standardized, adopted data code sets**
 - ICD-9-CM
 - CPT
 - HCPCS
- **Alternative methods if standardized sets are inadequate**
 - California Workers' Compensation Schedule
 - Unspecified Modality or Procedure Codes
 - Proprietary Codes Sets

Chiropractic

■ **Conditions Covered**

- Select musculoskeletal and neuromuscular conditions identified by standard ICD-9-CM codes

■ **Reimbursable Services Include:**

- Examinations
- Manipulation
- Physical Medicine Modalities and Procedures
- Radiology Services
- Preventive and Wellness Visits
- DME

Acupuncture

■ **Conditions Covered**

- Select musculoskeletal, neuromuscular and other NIH validated conditions identified by standard ICD-9-CM codes

■ **Reimbursable Services Include:**

- Evaluation
- Acupuncture
- Electroacupuncture
- Acupressure
- Cupping
- Moxibustion
- Herbal Remedies
- Preventive and Wellness Visits

Massage Therapy

■ **Conditions Covered**

- Acute musculoskeletal conditions upon medical referral identified by standard ICD-9-CM codes

■ **Reimbursable Services Include:**

- Deep therapeutic techniques:
 - Rolfing
 - Myofascial Release
 - Acupressure
- Gentle Therapeutic Techniques
 - Lymph Drainage/Swedish
 - Trager

Reimbursement Mechanisms

- **All claims submitted via HCFA 1500**
- **Paper claims converted to electronic format**
- **Electronic claims processed through clearinghouse**
- **Methodology**
 - CPT line item reimbursement
 - Per visit reimbursement
- **Auto-adjudication process applied**
- **Utilization tracking**

Illustrative Case

- **The desire for wellness and preventive care...is a primary motivation for the use of CAM.**
Insurance Coverage, Medical Conditions, and Visits to Alternative Medicine Providers. Archives of Internal Medicine, Feb. 2002
- **For chiropractors, an estimated 14% to 35% of all current visits are routine maintenance or wellness visits not related to a specific problem.**
Institute for Alternative Futures, 1998.
- **What is the best way to code these services?**
 - Diagnostic code
 - Procedure code

Illustrative Case

- **Acupuncture Modalities not addressed in CPT4**
 - Cupping
 - Moxibustion
- **CA Worker's Compensation Schedule**
 - Cupping = 97802
 - Moxibustion = 97803
- **2001 CPT code set expanded to include assignment of 97802 and 97803 for Medical Nutrition Therapy**
- **Cupping and moxibustion now both coded using CPT 97799 due to this conflict**

Summary

- **Use of standardized, adopted codes sets when applicable**
- **Current codes sets contain gaps relative to CAM services**
- **Lack of standardized codes:**
 - Creates additional administrative burden
 - Complicates utilization tracking and analysis
- **Need an expeditious process to develop codes specific to CAM industry**

Landmark
healthcare



New Pathways to Health

Question and Answer