

By Doctors. For New Yorkers.

ATLANTIS HEALTH PLAN

PROVIDER NEWSLETTER

SUMMER 2009
3RD QUARTER



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New Location!

Atlantis Health Plan is proud to announce that we have moved to a new location. Please update your records and be sure to direct all correspondence to the new address.

Atlantis Health Plan
45 Broadway
Suite 300
New York, NY 10006

New Member ID Cards

Atlantis Health Plan has changed the look of our member ID cards. You'll notice a new name at the top left corner of the member ID card. This refers to the type of product the member has with Atlantis Health Plan. "Classic" refers to Atlantis' HMO products and "Classic Plus" refers to Atlantis' POS products. This new format will make member ID cards more user-friendly for members and providers. They will also be easier to read with "at-a-glance details" for the information that you seek most often, such as co-pays and deductibles. Please continue to accept both new and old versions of the ID cards from your patients.

Please find a sample of the new member ID cards on Page 2.





New Vice President of Provider Relations Joins Atlantis


Atlantis Health Plan is pleased to announce that Stephen Schneider has joined the company as the new Vice President of Provider Relations and Network Development. In that role, Steve will lead the provider services, network contracting and credentialing programs.

Steve has extensive experience in the health care and the managed care market place throughout the tri-state region. He has a proven record of success with hospital and physician relationships, managed care operations and health care consulting.


"It is important to remember that providers are partners with us in providing care to members and that proactively addressing their needs is a basic component of that partnership" says Mr. Schneider.

Steve has served as a member of senior management teams at Health Net, Metropolitan Jewish Health System, Beth Abraham Health System and the Liberty HealthCare System where he oversaw provider relations and contracting activities. In addition to his managed care experience Steve administered a physician hospital organization at St. Joseph's Regional Health System in New Jersey where he represented the hospital and its physicians in addressing managed care programs. Steve joins Atlantis to continue initiatives that focus on the needs of our providers.

Classic




Member: SAMPLE - HMO, RX, VIP
ID NO: 999999999-C1 Effective: 06/01/2008 GL20
PCP: AP9999 AHP PCP NOT SELECT (866) 747-8422
OFFICE VISIT: \$20.0/20.00 RX: \$7/30/50
LAB: \$20.00 XRAY: \$20.00 ER: \$50.00
BIN:005947 PCN:CLAIMCR
RXGRP:ATLANTIS




Sample of the new member ID card

Classic-Plus



NO REFERRAL REQUIRED

Member: SAMPLE - POS, RX, VIP
ID NO: 999999999-01 Effective: 08/01/2008 20F
PCP: AP9999 AHP PCP NOT SELECT (866) 747-8422
OFFICE VISIT: \$20.0/20.00 RX: \$10/25
LAB: \$20.00 XRAY: \$20.00 ER: \$50.00
BIN:005947 PCN:CLAIMCR
RXGRP:ATLANTIS



If you have any questions regarding the new member ID card, please contact Atlantis Health Plan Member Services at (866) 747-8422.

Network Updates

Hospital Closings & Terminations.

The following hospitals have closed or have terminated their relationship with Atlantis and therefore are no longer available to Atlantis Health Plan Members:

- Coney Island Hospital located at 2601 Ocean Parkway, Brooklyn, NY. Effective July 28, 2009.
- Mary Immaculate Hospital located at 152-11 89th Ave. Jamaica, NY. Effective February 28, 2009.
- St. John's Queens Hospital located at 90-02 Queens Blvd. Flushing, NY. Effective February 28, 2009.
- Victory Memorial Hospital located at 699 92nd St. Brooklyn. Effective June 30, 2008.

Letters have been sent to impacted members informing them of their rights to request transitional care. Letters have also been sent to providers whose sole par privilege was with one of the terminated hospitals. The Provider Agreement requires certain providers to maintain at least one Atlantis participating hospital affiliation. Exceptions may be made if a provider without admitting privileges at a contracted hospital uses an admitting panel or can provide evidence that there will be another Atlantis network provider with admitting privileges who will admit their patient. Please call Provider Relations at 866-747-8422 if you have any questions.

If any of these hospitals are your only Atlantis participating hospital affiliation, you will need to make arrangements with Atlantis Health Plan to add a new participating hospital affiliation to your profile. Exceptions may be made if a provider without admitting privileges at a contracted hospital uses an admitting panel or can provide evidence that there will be another Atlantis network provider with admitting privileges who will admit their patient. Please call Provider Relations at 866-747-8422.

Atlantis Health Plan is no longer contracted with LabCorp and Quentin Medical Labs.

Atlantis members must receive all care, including laboratory services from an In-Network provider. LabCorp and Quentin Medical Labs are not In-Network providers.. It is the responsibility of Atlantis Contracted Providers to send lab requests to an In-Network laboratory provider for services. Please note: Laboratory services provided in the hospital setting are not covered unless in conjunction with an approved inpatient admission or ER visit.

In general there are two ways members access lab services:

- 1.The treating physician, sends the member's specimens to a laboratory provider for analysis. In this situation it is required that you as the Atlantis Contracted Provider use an In-Network laboratory provider.
- 2.The treating physician, refers the member to a freestanding laboratory facility. In this situation it is required that members are referred to a participating laboratory facility.

Members have access to our In-Network Labs, which include:

- **Quest Diagnostics:** (800) 877-7530
- **Shiel Medical Labs:** (718) 552-1000
- **Bio-Reference Labs:** (800) 229-LABS

For a full listing please visit our website at www.atlantishp.com or call Atlantis Health Plan Member Services at (866) 747-8422 for assistance.



A Message from the Pesticide Poisoning Registry

The New York State Department of Health (NYSDOH) Pesticide Poisoning Registry (PPR) strives to increase reporting in the medical community of the pesticide-related illnesses and injuries and to develop interventions that reduce the risk of pesticide poisoning.

Poisonings may result from residential application of total release foggers, structural applications, lawn applications, in manufacturing and formulation settings, farm settings or any other location where pesticides are used and stored (e.g. kitchen cabinets, home improvement store shelves and stockroom areas). Because of the toxicity and easy availability, accidental or intentional ingestion of pesticides is an ever-present threat.

In 1990, pesticide poisonings were added to the list of reportable conditions in New York State as part of an effort to reduce the risk of health effects. Physicians and health facilities are required to report suspected or confirmed cases of pesticide poisoning.

A definitive diagnosis is not needed prior to calling. NYSDOH staff will investigate the reported case to collect information from the exposed individual(s) and to determine the health effects of pesticide exposure. Staff may intervene in situations where a continued risk of pesticide poisoning exists.

Physicians or other medical personnel with access to the patient's medical record should contact the NYSDOH PPR to report a case. Reports can be made by calling the toll-free number at (800) 322-6850 within 48 hours of treating any patients they suspect of having pesticide poisoning. Medical records and discharge summaries related to the pesticide exposure may be faxed to 518-402-7909.



Reminders: Helpful Provider Tips

Claims Submissions

In order for Atlantis Health Plan to better serve our physician community, please review these helpful tips for claims submissions:

- ✓ Use the most current CPT and ICD9 codes for 2009
- ✓ Ensure that the member's information is complete and accurate
- ✓ Ensure that your billing, service information and Tax ID are correct

Please note that the filing limit is 60 days from date of service. If the filing limit has passed, members **may not** be billed for services.

Claims may be mailed to:
Atlantis Health Plan
Claims Processing Department
P.O. Box 4656
Houston, Texas 77210-4656

Claims may be submitted electronically:
Web MD electronic payer ID: 13853

Payment Policies

Atlantis uses a combination of Current Coding Initiatives (CCI) and internal claim processing payment guidelines. Payment guidelines for most commonly performed procedural codes can be requested.

Other Reminders

It is important to keep Atlantis informed of any changes to your profile. We regularly update our directories so it is very important that members have all of the information they need to contact your office for appointments.

Notify Atlantis if any of the following items have been updated:

- Site and billing address
- Tax ID number(s)
- NPI
- Phone numbers, fax numbers, and email address
- Office Manager's Name
- New/Current Hospital Affiliations

Updates should be sent to:

Atlantis Health Plan
Attn: Provider Relations Department
45 Broadway, Suite 300
New York, NY 10006

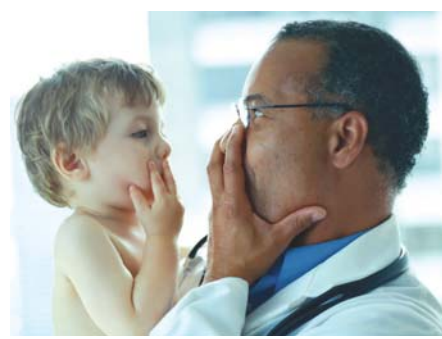
GOOD EATS

Scientific researchers are discovering new reasons to eat "An Apple a Day." Phytochemicals found in apples may fight some types of cancers, help reduce cholesterol damage and promote healthy lungs.



70% of smokers want to quit, but only 4 - 7% succeed without assistance. Physician assistance can make a difference and increase the long term abstinence rate to 30%. Contact your local Cessation Center for more information.

For Cessation Center locations please visit <http://talktoyourpatients.org/centers.php>



TOBACCO CESSATION TRAINING

Free Services Offered to New York State Health Care Providers

The 19 regional Cessation Centers funded by the NYS Department of Health educate and provide resources to health care providers about treating their patients for tobacco dependence. A typical training includes education about counseling techniques, prescription and over-the-counter pharmacotherapy, and changing office practices to better treat patients who are tobacco dependent. The Cessation Centers follow the Public Health Service Clinical Practice Guideline on Treating Tobacco Use and Dependence (updated May 2008).

In addition to on-site trainings, the Cessation Centers offer physicians, physician assistants and nurse practitioners an opportunity to earn 21 CME credits through a Performance Improvement Project. The 21 CME's are provided through the University of Buffalo. The Cessation Centers also sponsors a statewide conference call for 4-6 times per year. These calls feature lectures on various topics related to tobacco dependence treatment. It provides 1 CME credit, 1.0 Nursing Contact Hour, 1 CASAC Clock Hour, and 1 CUE for Respiratory Therapists.

NEW YORK STATE SMOKERS' QUITLINE

1-866-NY-QUITS
(1-866-697-8487)

Fax: 1-866-QUIT-FAX
(1-866-784-8329)

Live Coaching Support:
Monday - Wednesday
9am - 12am

Thursday - Friday
9am - 9pm

Saturday & Sunday
9am - 1pm

Taped Message Library:
24 hours / 7 days

Tip of the Day
24 hours / 7 days



Patients are driving generic drug use; doctors follow through

Virtually all doctors are worried that patients aren't filling their prescriptions. In addition to not filling Rx's, physicians are most concerned about patients' skipping doses, splitting pills, discontinuing other treatments, sharing prescriptions, and taking expired meds.

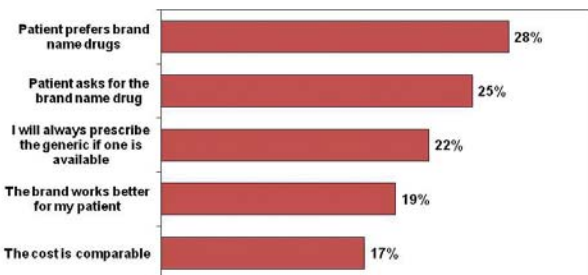
Physician survey on generic drug use, a survey from Epocrates, the clinical decision support company.

As the chart below shows, doctors' choices to prescribe generic drugs are often driven by their patients. In one out of 4 instances, physicians say either the patient prefers a generic or the patient asks for a generic drug. In 1 in 5 doctors, they "always" prescribe generics if available.

Doctors are increasing their use of generics in prescribing:

- 58% of physicians say more patients have been asking for generic medications in the past six months.
- 55% of physicians say they're writing more prescriptions for generic medications than they did last year.
- Just over half believe that generic drugs are clinically equivalent to brand-name drugs; 42% believe that equivalence 'depends on the medication.'

Is there a reason that you would prescribe a brand name drug rather than a generic for your patient?*



*respondents may elect all that apply; includes responses above 10%

Source: Physician survey on generic drug use, Epocrates, February 2009

The most prevalent source doctors use for identifying generic alternatives to brands is mobile reference (remember, this is a survey among Epocrates-using physicians), followed by online drug reference, pharmacist recommendation, and health plan information (equally split between online and offline).

The survey polled 705 physicians who are registered with Epocrates and was completed in January 2009. Their specialties included primary care, cardiology, psychiatry, oncology, gastroenterology, and rheumatology.

Source: Physician survey on generic drug use, Epocrates, February 2009

THE CATALYST RX GENERIC DRUG PIPELINE REPORT

Brand Drug Name	Generic Drug Name	Brand Manufacturer	Indication Use	Estimated Launch Date
Zerit	stavudine	Bristol-Myers Squibb	HIV Infection	Approved December - 08
Lamictal	lamotrigine	GlaxoSmithKline	Seizures / bipolar disorder	Approved January - 09
Imitrex	sumatriptan	GlaxoSmithKline	Migraines	Approved February - 09
Topamax	topiramate	Ortho-McNeil	Seizure disorder / migraine / prophylaxis	Approved March - 09
Adderall XR	amphetamine aspartate; amphetamine sulfate; dextroamphetamine saccharate; dextroamphetamine sulfate	Shire US Inc.	Attention Deficit / Hyperactivity Disorder	Approved April - 09
Prevacid	lansoprazole	Takeda	GERD / Gastrointestinal Ulcers	May 2009
Starlix	nateglinide	Novartis	Type 2 Diabetes	September 2009
Valtrex	valacyclovir	GlaxoSmithKline	Anti-viral	December 2009
Cozaar	losartan	Merck	Hypertension	February 2010
Effexor XR	Extended-release venlafaxine	Wyeth	Antidepressant	July 2010

The Catalyst Rx Generic Drug Pipeline Report is a brief summary of new generic drugs that are currently available or will be available in the near future. The prescribing of generic drugs is a great way for your patients and our members to save money. Under our most common prescription plans, the member can realize a co-pay savings of up to 75% with RxG (7/30/50) and 60% with RxM (10/25).



IMPORTANT PHONE NUMBERS

Administrative/General Phone Number	(212) 747-0877
Administrative/General Phone Number (toll free)	(866) 747-8422
24/7 Medical Hotline	(347) 537-8789
Preauthorizations	(800) 270-9072
Behavioral Health Preauthorization	(866) 477-9740
Member/Provider Services	(866) 747-8422
Prescription Drug Plan (Retail)	(888) 341-8570
Prescription Drug Plan (Mail Order)	(800) 233-3872
Healthwarehouse.com	(866) 885-0508
Vision Care Services	(866) 747-8422

WEBSITE WWW.ATLANTISHP.COM

* PLEASE NOTE: ALTHOUGH WE TRY TO BE TIMELY AND ACCURATE IN THE INFORMATION PRESENTED IN THIS NEWSLETTER, SOME INFORMATION MAY HAVE CHANGED. PLEASE CONTACT THE MARKETING DEPARTMENT FOR THE MOST UP-TO-DATE INFORMATION.

Atlantis Health Plan

By Doctors. For New Yorkers.
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