

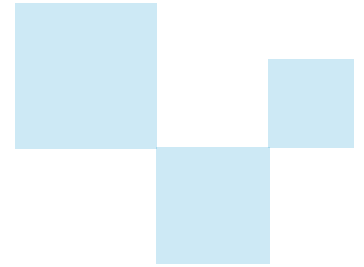
Mark Your Calendar!



MOUNTAIN STATE
Blue Cross Blue Shield

A HIGHMARK AFFILIATE

An Independent Licensee of the Blue Cross and Blue Shield Association



2009 Provider Conferences



An invitation to join
Mountain State
Blue Cross Blue Shield at our
annual statewide provider
conferences - coming soon!

Overview

Mountain State Blue Cross Blue Shield (MSBCBS) is the only health insurance company operating under the famous Blue Cross and Blue Shield logos in West Virginia. From its humble beginnings to its current stature as West Virginia's largest private health insurance carrier, MSBCBS has continually evolved since 1932. Its current business philosophy mirrors its founder's - to provide solid coverage at a reasonable cost.

MSBCBS serves all of West Virginia's 55 counties plus Washington County, Ohio, and is an independent licensee of the Blue Cross Blue Shield Association. The company, headquartered in Parkersburg, West Virginia, has close to 1,000 employees with additional offices in Charleston, Wheeling and Weirton, and provides or administers coverage to more than 500,000 individuals.

We recognize and value the care and commitment made by West Virginia providers sharing in our common goal for improving the health of the people of our state. In this time of economic awareness, our shared commitments unify us even further – as affordability and preventable expenditures join the forefront of our combined health care efforts.

With this in mind, please plan to join us by attending one of our upcoming provider conferences at a location near you. Conferences are being offered at seven separate locations throughout our state during August and September 2009, and there is no charge to attend. At the provider conferences you'll discover ways that together we can reduce administrative costs and maintain value and accessibility for your patients – our members. Provider conferences offer attendees a unique environment to meet and interact with staff from MSBCBS. Here you can exchange ideas and learn best practices to compliment your already existing business practices. We invite you to review the following information regarding our conferences along with information on how to register.

Dates Locations and Registration

August 11, 2009

Ramada Inn - **Morgantown**
Facilitated by Michelle Haley
304-234-7036
michelle.haley@msbcbs.com

August 19, 2009

Ramada Inn - **South Charleston**
Facilitated by Tifaney Rader
304-347-7695
tifaney.rader@msbcbs.com

September 29, 2009

McClure Hotel - **Wheeling**
Facilitated by Melanie Clyde
304-234-7066
melanie.clyde@msbcbs.com

August 12, 2009

Holiday Inn - **Martinsburg**
Facilitated by Michelle Haley
304-234-7036
michelle.haley@msbcbs.com

September 1, 2009

Grand Pointe - **Parkersburg**
Facilitated by Michelle Powell
304-347-7699
michelle.powell@msbcbs.com

August 18, 2009

Pullman Plaza - **Huntington**
Facilitated by Tifaney Rader
304-347-7695
tifaney.rader@msbcbs.com

September 17, 2009

Tamarack - **Beckley**
Facilitated by Mary DeLaRosa
304-256-2305
mary.delarosa@msbcbs.com

For more information,
please contact your
Mountain State Blue
Cross Blue Shield
External Provider
Relations
Representative.

Name of Guest 1: _____
 Name of Guest 2: _____
 Office Representing: _____
 Phone: _____ Fax: _____ E-Mail: _____

There are two ways to register for the conference in your area:

Location Attending:

- Morgantown Parkersburg
- Martinsburg Beckley
- Huntington Wheeling
- Charleston

1 Mail your registration form to: Mountain State Blue Cross Blue Shield
 Attn: Malinda Goldsmith
 P O Box 1948
 Parkersburg WV 26102

2 Register Online at <http://www.msbcbs.com>
 or on Plan Central via NaviNet.

Sessions Offered

General Session

This session is a must for all who attend. Here you will find information about news and issues affecting providers who care for MSBCBS members. If it's happening at MSBCBS, we'll tell you about it in the General Session. In addition to the General Session, attendees can attend two other sessions of their choosing outlined below, and join the group for a roundtable discussion before conclusion of our program.



This session will provide information on real time estimation and submission now available to all NaviNet® enabled providers and facilities, in addition to learning how to use these transactions. If you are currently submitting paper claims for your office, information on using the UB or 1500 Claim Submission transaction in NaviNet will help to expedite your claim, ensure accuracy and save postal costs. Did you know that at no cost to your office, claims can be submitted via NaviNet, including secondary claims and HHIC Freedom Blue claims? While visiting with us, take the opportunity to talk to a knowledgeable representative to sign up for NaviNet or ask questions about using NaviNet to its fullest potential.

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BlueCard® Program • Electronic Claims Submission

Provider Satisfaction & Customer Service

The BlueCard program was introduced in 1994 to allow Blues' members traveling or living in another BCBS Plan's service area the ability to receive the same health care benefits and services that they would have with their home BCBS Plan. Today, BlueCard is part of Inter-Plan Programs, which includes BlueCard and other national accounts. Please plan to attend the Inter-Plan Programs' session to learn more about arranging care and providing services to BlueCard members eligible for care within West Virginia and the contiguous counties in bordering states. Also, in this session, you will receive valuable information regarding Electronic Claim Submission and Customer Service for MSBCBS.

Highmark Health Insurance Company's (HHIC) Freedom Blue Medicare Advantage

If you are not familiar with Medicare Advantage, you may want to find out what Medicare Advantage plans have to offer. HHIC products offer a choice of Private Fee For Service and PPO health benefit plans to the eligible Medicare community. If you are already seeing patients with Medicare Advantage coverage, this session will provide you with necessary updates to manage their care more effectively. You will also receive updated benefit information for 2010 as well as introduction to a new Medicare Advantage Network Sharing Product.

Mountain State Blue Cross Blue Shield Credentialing

In this session you will receive updated information on the MSBCBS/Highmark Credentialing Structure and Process and why it is needed prior to contracting. You will hear about updated process improvements related to the application processing and credentialing timeframes, and have the opportunity to share suggestions on improving these functions. A discussion will also be conducted on providers' network participation impact by compliance and credentialing requirements.

Each Conference Will Be Conducted During the Following Timeframes:

7:30 a.m. to 8:00 a.m.	Registration
8:15 a.m. to 9:00 a.m.	General Session
9:10 a.m. to 10:10 a.m.	1st Breakout Session
10:20 a.m. to 11:20 a.m.	2nd Breakout Session
11:30 a.m. to 12:15 p.m.	Roundtable Discussion*

**The Roundtable Discussion will provide attendees an opportunity to ask questions or continue discussion with all conference presenters in a unified setting.*

Attendance for the Breakout Sessions will be on a first-come, first-served basis.

Refreshments will be provided throughout the morning.

There is no charge for attending.

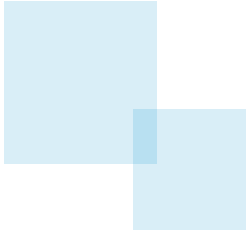
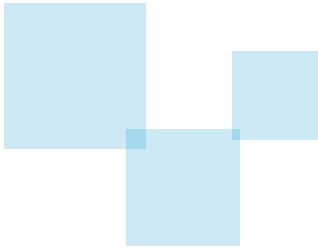


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Mountain State Blue Cross Blue Shield is pleased to provide a Sponsor Showcase during our Conference to provide attendees with information about specific products of interest. We would like to thank the following companies, program and their Host Attendees for helping to make our Conference possible:

Health Dialog

CDR Associates

Silver Sneakers

NaviNet, Inc.

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BlueCard® is a registered service mark of the Blue Cross and Blue Shield Association, an Association of Independent Blue Cross and Blue Shield Plans.