

Department of Health and Mental Hygiene vaccine outreach counseling program

In partnership with the New York City Department of Health and Mental Hygiene, Empire BlueCross BlueShield HealthPlus (Empire) is providing you with a list of your patients who we believe have not yet received a COVID-19 vaccine. We encourage you to call your unvaccinated patients and urge them to be vaccinated. The vaccine is safe, extremely effective, and our best defense, collectively and individually, against the disease and viral transmission.

Vaccine outreach counseling program (VCOP) purpose:

Many people have questions and concerns about COVID-19 vaccines and want to speak to a healthcare provider about getting vaccinated. The New York City Department of Health and Mental Hygiene (DOMH) recognizes that this conversation takes time and effort, so it has partnered with some Medicaid and Medicare Advantage health plans to compensate providers who proactively reach out to eligible patients in their panel who are not vaccinated, counsel them about the importance of vaccination, and help arrange vaccination. Once all necessary steps have been completed providers can bill for a complete counseling session. This program is intended to fill gaps in Medicaid and Medicare coverage for pre-vaccination outreach and counseling services.

Patient eligibility

The following guidelines are for comprehensive eligibility details:

- Provider must confirm vaccination status at the beginning of the outreach and proceed with a complete counseling session, only if the patient self-reports that they have not received a COVID-19 vaccine.

How it works

The following outlines complete program details, including documentation/program requirements and reimbursement guidelines:

- The complete counseling session can be performed by a licensed provider (clinical outreach rate of \$50 per complete counseling session) or by their designee (non-clinical outreach rate of \$25 per complete counseling session). Providers can be reimbursed for one counseling session for each eligible patient. To bill for a complete counseling session, the following requirements must be met, in addition to any requirements specified by the patient's health plan.

CPT® codes and billing for Empire:

	Clinician \$50	Non-clinician \$25
Claims based	CPT: 99401 DX: Z71.89	CPT: 99401-U1 DX: Z71.89

Note: These are the only applicable codes allowed for this program for Empire members.

<https://providerpublic.empireblue.com>

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