

# Improving Medicaid Billing Policies:

## Building on Success and Exploring New Partnerships to Improve Appropriate Reimbursement and Payment

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NFPRHA Medicaid Peer-to-Peer Meeting  
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# Our Agenda

- A look back and a look ahead
- Current initiatives
- Moving forward

# A Look Back



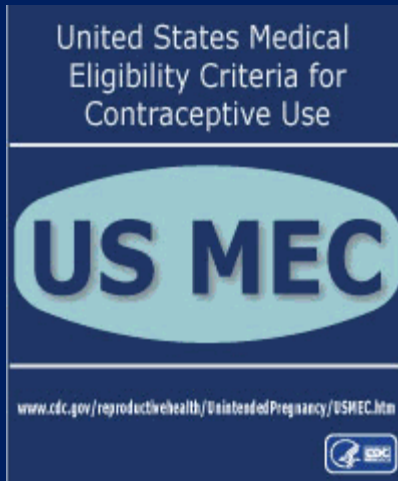


**You are not a doctor.  
You are not a church.  
You sell stencils.**

Lizz Winstead

**MISS  
REVOL  
UTION  
ARIES**

# Guidelines



# The Election



# Success



**PERSPECTIVES**  
**on Sexual and Reproductive Health**

Volume 46, Number 3, September 2014

**Game Change in Colorado: Widespread Use Of Long-Acting Reversible Contraceptives and Rapid Decline in Births Among Young, Low-Income Women**

By Sue Ricketts, Greta Klingler and Renee Schwalberg

**CONTEXT:** Long-acting reversible contraceptive (LARC) methods are recommended for young women, but access is limited by cost and lack of knowledge among providers and consumers. The Colorado Family Planning Initiative (CFPI) sought to address these barriers by training providers.

**The Iowa Initiative to Reduce Unintended Pregnancy Succeeds In Its Mission**  
[Click to Expand Story](#)

# Moving Forward

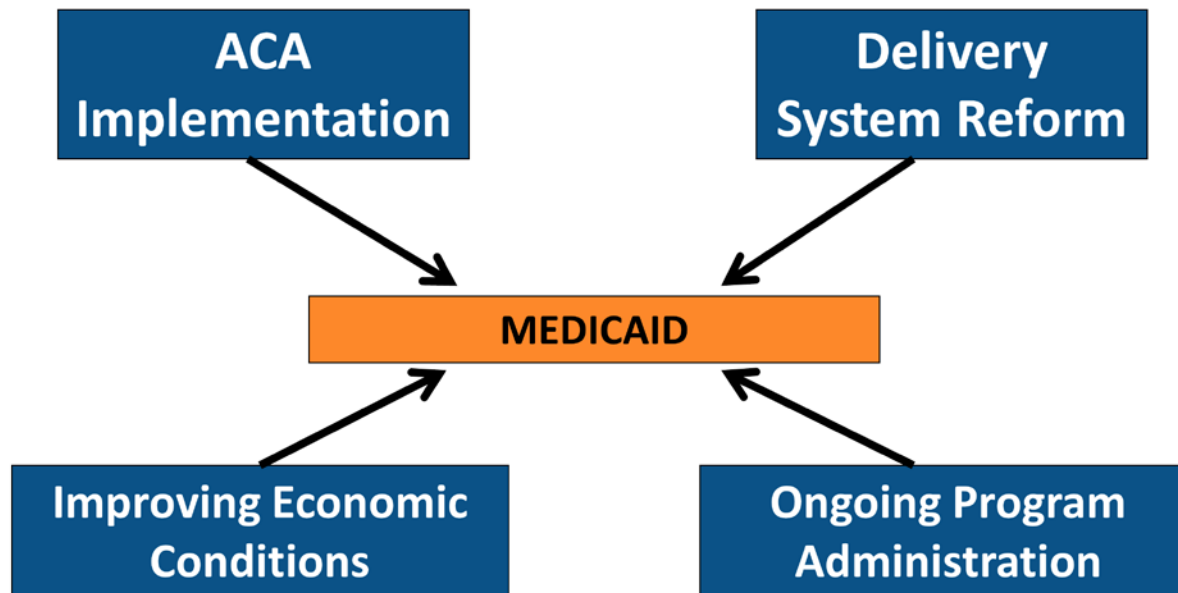
- High visibility
- Evidence-based guidelines
- Federal agency engagement
- Political “support”
- Proven success



# What's Ahead?

Figure 1

## Factors Shaping Medicaid Programs Today



# What's Ahead?

- Challenges to the ACA
- Payment policy reform
- Pressure to measure up
  - Provider availability & network adequacy
  - Demand for innovation & partnerships
  - Quality measures

# What's Ahead?

*Opportunities to leverage your unique, valuable, and needed expertise.*

# Opportunities & Partners

- Public and media interest
- Quality and payment reform
- Manufacturers
- Public health & medical groups and advocates
- Fellowship in Family Planning
- Maternal and Child Health

# National & State Initiatives

- CMCS Maternal and Infant Health Initiative
- CMS Innovation Center
- HRSA Collaborative Improvement & Innovation Network to Reduce Infant Mortality (COIIN)
- Perinatal Quality Collaboratives

# Maternal & Infant Health Initiative

- Center for Medicaid and CHIP Services (CMCS)
- Convened an Expert Panel on Improving Maternal and Infant Health Outcomes in Medicaid and CHIP
- **Action Area #1: Reduce Unintended Pregnancy and Improve Birth Spacing by Increasing Contraceptive Access and Use**

# Additional Initiatives

- National Women's Law Center "Cover Her"
- LARC Billing & Reimbursement Guide
- ACOG LARC Reimbursement Project
- ACOG LARC Coding Guide & Billing Quiz
- Immediate postpartum LARC

# South Carolina

- Reimbursement for immediate postpartum provision of LARC
- First state to reimburse for LARC devices separate from the global fee for delivery
- Recommendation of the state's Birth Outcomes Initiative



# Illinois

- Family Planning Action Plan
- Increased Medicaid reimbursement rates and 340b dispensing fee
- Payment for an annual preventive or problem-focused visit AND any LARC insertion or removal
- Timely payments
- Stocking issues

# Recommendations

- Replicate successful strategies & build on current momentum
- Consider new partners and coalitions
- Develop quality measures and gather data that meet the needs of your clients
- Demonstrate how appropriate reimbursement & payment can improve access and incentivize quality

There are only two rules for  
being successful; one, figure  
out exactly what you want to  
do, and two, do it.

Mario Cuomo

# For More Information

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