The American College of Obstetricians and Gynecologists (ACOG)

Immunization Program

ACOG Provider Outreach: Coding and Business Practices
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www.ImmunizationForWomen.org

ACOG

• ACOG is a non-profit corporation 501C3, tax-exempt charitable, educational organization
• ACOG is a medical specialty society
• 95 % of board-certified ob-gyns are members of ACOG (over 58,000 members)
• Ob-gyns are a major source of ambulatory care for women in the U.S.
• 85% of deliveries attended by ob-gyns
Operational Mission Statement

The American College of Obstetricians and Gynecologists, the preeminent authority on women’s health, is a professional membership organization dedicated to advancing women’s health by building and sustaining the obstetric and gynecologic community and actively supporting its members. ACOG pursues this mission through education, practice, research, and advocacy. ACOG will emphasize life-long learning, incorporate new knowledge and information technology, and evolve its governance structure. To achieve its strategic goals, ACOG will develop an operational plan that includes appropriate metrics.

ACOG’s Coding & Business Immunization Practice Resources

- Developed by ACOG Committees on Obstetric Practice, Gyn Practice, Coding, Adolescent Health, Underserved Women
- Reviewed by ACOG’s Immunization Expert Work Group (IEWG)
- Ob-gyn immunization coding expert on IEWG
- ACOG has Coding department. Collaborates with AMA CPT Committee
- ACOG VP of Health Policy and Advocacy chairs RUC
ACOG’s Research Dept

• Conducts surveys on immunizations by ob-gyns.

• Knowledge, practice, attitude

• Several published articles on barriers to immunizations in ob-gyns’ practices

ACOG Survey of Ob-Gyns’ Attitudes and Barriers

Ob-Gyns Survey

Kissin et al cont’d

- Majority (78%, 86%) of ob-gyns offer flu and H1N1 vaccine to pregnant patients; 21% and 13% refer

- Reasons to not offer vaccination: inadequate reimbursement, storage limitations, should be given by other providers

- Reasons to vaccinate: consider primary care within role, seen adverse effects of flu in pregnant women, personally received flu/H1N1 shot, group practice

-Solo practitioners less likely to vaccinate

ACOG Survey of Attitudes Practices

Ob-gyns

Leddy et al

- Most ob-gyns offer vaccines
- Most ob-gyns view screening for ID within their scope
- Several barriers especially financial (reimbursement, cost of vaccines)
- Majority find immunization training in medical school inadequate
- Many felt their immunization practice would benefit from CME courses

ACOG Survey Ob-Gyns in MI

Leddy et al


Practice Changes
Leddy MI Survey cont’d

• Increased # of MI ob-gyns assessing patients’ needs for vaccines

• Ob-gyns knowledgeable re vaccine recs

• Some barriers decreased (available vaccines, awareness of vaccine recs)

• Financial concerns continued to be deterrent from adopting immunization into routine practice

AOG Survey Ob-Gyns’ Practices & Immunization Knowledge

Power et al

• Power ML, Leddy MA, Anderson BL, Gall SA, Gonik B, Schulkin J.

Power et al cont’d

• 80% of ob-gyns stock and administer at least some vaccines

• 90% stock HPV, 67% flu

• Majority of ob-gyns agree financial factors (inadequate reimbursement) barriers to vaccine administration

• Most aware of safe vaccines during pregnancy

• Majority think medical school immunization training inadequate and benefit from CME courses

Immunization Champion & Staff Support

• Information is relevant to providers beyond just obstetrician-gynecologists.

• Important for entire office staff to support the immunization program, including front desk staff, nurses, physician assistants, and physician.

• Immunization Office Champion/Coordinator Responsibilities:
  ➢ Orders and maintains vaccines, syringes, and other supplies
  ➢ Implements standing orders
  ➢ Monitors storage and handling
  ➢ Verifies and manages vaccine record system
  ➢ Up to date on current immunization recommendations
Immunization Coding Guide

• Published in 2011, revised and updated in 2013 as part of a comprehensive Immunization Resources tool kit.

• Distributed to over 35,000 active practice physicians in the United States

• Available electronically on the Immunization for Women website

Immunization Coding Guide, cont.

• Revised and published Immunization Coding for Obstetrician-Gynecologists in 2013.

• Topics covered include:
  • Case Examples
  • Additional Resources
  • Reimbursement for Vaccinations
    ➢ Medicare
    ➢ Medicaid
    ➢ Vaccines for Children (VFS) Program
    ➢ Commercial Health Insurance Plans
Immunization Coding Guide, cont.

• Quick-glance laminated card with CPT Administration codes and Medicare codes for the following vaccines:
  ➢ Hepatitis A
  ➢ Hepatitis B
  ➢ HPV
  ➢ Influenza
  ➢ Meningococcal
  ➢ Pneumococcal
  ➢ Td
  ➢ Tdap
  ➢ Zoster

Committee Opinion: Integrating Immunizations into Practice

Routine Immunizer Recs

• Recs for ob-gyns to integrate immunizations into ob-gyn practice
• Recs for adult women, pregnant and non-pregnant
• Routinize immunizations into practice
• Recs for ob-gyns to discuss and offer immunizations with patients

New ACOG Committee Opinion
Immunizations and Routine Obstetric-Gynecologic Care: A Guide for Providers and Patients

- A guide to help Ob-Gyns integrate immunizations into routine clinical practice
- Includes:
  - Coding Q&A
  - Storage and Handling
  - VAERS
  - Documentation and Record Keeping
  - Vaccine Conversations with Patients
  - Screening Questionnaires
  - Standing Orders
  - Office Readiness Tools & Checklists
  - Information about ACOG’s new App, which includes an interactive immunization applet

Immunization Coding Quick-Glance Guides

- Laminated quick-glance guides with CPT codes for vaccine administration of adults and adolescents for the following three vaccines:
  - Tdap
  - HPV
  - Influenza
- Distributed to 35,000 active practice ob-gyns in the United States
Immunization Coding Quick-Glance Guides: Physician Response

• Feedback has been extremely positive, multiple calls and emails are fielded weekly with requests for additional copies of the coding information.
• Coding quick-glance guides are available on the Immunization for Women Website in PDF form.
• Additionally, quick-glance guides are included in FAQ tear pad 10-packs available in the ACOG Bookstore.

Immunization Website: Business Practices

Website includes practice management information, including:

• Starting an office-based vaccine program
• Coding
• Financing
• Supply
• Liability
• Refusal
• Communicating with Patients
• Storage and Handling
• Healthcare Workers
• Affordable Care Act
Immunization Website, cont.: Coding
Frequently Asked Questions for Physicians

• In addition to extensive practice management resources, the website includes a Coding Frequently Asked Question section for providers.

• The ACOG Coding Department takes questions from ACOG Fellows and their contact information is available on the Immunization for Women coding page.

Frequently Asked Coding Questions

Many obstetric-gynecologic practices now routinely offer immunization services to their patients. Correct coding enables a practice to report these services to third-party payers and receive appropriate reimbursement for these services.

What codes should I submit for vaccine administration services?

The appropriate CPT vaccine administration code should be submitted in addition to the appropriate CPT or Healthcare Common Procedure Coding System (HCPCS) vaccine product code. These codes should be linked to the appropriate ICD-10 code to support the medical necessity of the vaccine administration services.

Are vaccine administration services included in a preventive medicine service?

Although the administration of vaccines is part of age-appropriate preventive medicine counseling, the actual administration of the vaccine and the vaccine product should be billed separately.

Are vaccine administration services included in global obstetric care?

No. Vaccination services performed during pregnancy should be billed separately at the time of service. A separate E/M service should not be reported because the obstetrician office visit is part of the global obstetric package.

How are vaccine administration services reported when a nurse or qualified health care professional provides the service?

The appropriate CPT vaccine administration code, and CPT or Healthcare Common Procedure Coding System (HCPCS) vaccine product code, should be reported and linked to the appropriate ICD-10 code. If a significantly separately identifiable E/M service is performed by the nurse at the time of the visit, it may be appropriate to report E/M code 99311 in addition to the vaccine administration service.

Immunization Website, cont.: Affordable Care Act

• A webpage dedicated to the Affordable Care Act and its impact on ob-gyn practice is included on the website.

• The page includes information about new vaccination coverage requirements.

• Links to ACOG’s Government Relations Department and Health and Human Services are included.

• Weekly ACA updates

ACOG Resources:

http://www.acog.org/About_ACOG/ACOG_Departments/Government_Relations_and_Outreach/HCRImplementation/HRACDirectAccess

http://www.immunizationforwomen.org/practice_management/affordable_care_act
ACOG’s Ob-Gyn Office-based Training

• Demonstration project to create and expand ob-gyn office-based immunization programs in 6 states ACOG District V (MI, OH, IN, KY) and District XI (TX)
• --To increase the types and doses of immunizations given in ob-gyn practices
• Project Methodology:
  • Recruit total of 75 ob-gyn practices
  • One hour on-site training, given by SHD and ACOG program staff
  • Core immunization materials jointly developed by SHD and ACOG
  • --Contact information for SHD Immunization Program staff as expert resource for future immunization questions and concerns
  • --Pre- and post-tests of ob-gyn practices 3 months and q 6 months after training

District V Post-test Outcomes

• 1/3 of sites added at least one vaccine
• 29% giving more vaccine doses
• 86% identified “vaccine coordinator”
• 48% participate in state registry
• 83% have SHD contact person
• 41% actively working on office vaccine program
Post-test Outcomes, continued

- Resource utilization:
  - 35% ACOG website
  - 49% CDC website
  - 44% vaccine schedule

- Other practice changes
  - 39% integrate vaccine discussion during visits
  - 19% added vaccine info to chart
  - 14% added recall system for multi-dose call backs

District V Training Results

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<th>Percent of Practices with an Immunization Coordinator</th>
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<tr>
<td>100%</td>
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<td>53%</td>
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Pre-Test | Post-Test
ACOG SCOPE

- SCOPE Safety Certification in Outpatient Practice Excellence for women's health
- SCOPE is voluntary patient safety review program for ob-gyn practices
- SCOPE practice certification reviews immunization practices e.g. vaccine storage, records
- Does the office have a system that ensures that all outdated or recalled medications are replaced?
- Training provided to clinical and nonclinical staff?
- Name of med, lot #, expiration date, dose, injections site, provider name, date of administration?
- All meds stored and secured properly?
ACOG’s Immunization Business Practices Webinar

ACOG has developed a webinar focused on addressing the business practice needs of ob-gyn immunization programs.

The webinar is free and open to the public and will take place on Wednesday, July 30th, 2014 from 12-1pm EDT.

Building on the successful implementation of immunizations in pediatric care, ACOG is collaborating with AAP on this webinar focusing on the application of strategies used successfully for years by pediatricians as a model for immunization programs in ob-gyn practices. The goal of the program is to provide concrete business strategies for creating sustainable immunization programs in ob-gyn practices.

Attendance from all professions is encouraged. The target audience is ob-gyns and also nursing and office staff who may also be involved in immunization programs.

Stayed tuned for more information regarding registration!

www.immunizationforwomen.org
www.acog.org

NVAC Adult Immunization Standards

Through the advice and support of ACOG’s Immunization Expert Work Group and Committee on Gynecologic Practice, ACOG is promoting the NVAC Adult Immunization Standards.

- Incorporate the standards into the Well Woman Task Force and well woman care messaging, i.e. incorporating immunization as part of routine preventative well woman care
- Promote ACOG Committee Opinion: Integrating Immunizations into Practice and Immunization Manual
- Promote the standards on various websites and other ACOG channels including Well Woman website, Immunization for Women website, ACOG Immunization page, Government Relations Newsletter, and e-mail blasts.
- Promote the standards through giving examples of practices successful in implementing the standards
- Work with ACOG’s education staff to incorporate a question into the MOC
- Continue to push to include and standardize immunization pop-ups and questions in EHR systems
ACOG’s Immunization Dept
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www.Immunizationforwomen.org

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