

# Outreach and Engagement — Health Home Billing Guidance and Scenarios



**BlueCross BlueShield  
of Western New York**

**This document illustrates specific outreach and billing scenarios that align with state guidance regarding payment rules.**

## Health Home billing guidance

- All outreach services effective on or after October 1, 2017, will not exceed two consecutive months, and the second consecutive month must be face-to-face.
- Face-to-face contact is defined as an in-person meeting with the member and/or parent, guardian or legally authorized representative who has the authority to consent and enroll.
- Outreach billable months cannot exceed four months in a rolling 12-month period.
- **Exception:** Outreach services may exceed the limits cited above when actionable information from the managed care organization (MCO) supports additional outreach.

Example	Month	Outreach segment	Face-to-face	Billable
<b>1</b>	October	New	No	Yes
	November	Second consecutive month	No	No — Health Home (HH) should end the outreach segment as of October 31, 2017.
<b>2</b>	October	New	No — no progress	Yes — end segment October 31, 2017
	January	New information	No — contact and appointment scheduled	Yes
Member is reached and appointment scheduled	February	Second consecutive month	Yes — member consents to enroll — Outreach ended January 31, 2018.	Yes — consented to enroll, second month billed as enrolled effective February 1, 2018. Enrollment segment created with a February 1, 2018, begin date.
<b>3</b>	October	New	No — but phone contact	Yes
Scheduled face-to-face	November	Second consecutive month	Yes — declined consent to enroll	Yes — outreach month two, no further outreach allowable
Member contacts CMA and is seeking to enroll.	January	No	Yes — member consents to enroll	Yes — consent and bill enrollment. Enrollment segment created with a January 1, 2018, begin date.

<b>Example</b>	<b>Month</b>	<b>Outreach segment</b>	<b>Face-to-face</b>	<b>Billable</b>
<b>4</b>	October	New	Yes	Yes
Member is undecided about HH but agrees to meet again.	November	Second consecutive month	No – member no show	No – HH should end the outreach segment as of October 31, 2017.
<b>5</b> Prior outreach history with no new information	October	No	No	No – MCO pend assignment until in receipt of new information
<b>6</b>	October	New	No – no progress (e.g., incorrect address and phone)	Yes – end segment October 31, 2017
	January	New information	No – contact and appointment scheduled	Yes
Member is reached and appointment scheduled	February	Second consecutive month	No – No-show to scheduled appointment; unable to reach.	No
<b>7</b> Previous outreach segment ended October 31, 2017. HH received hospital ED alert.	November	No – Although ED alert received, there was no new information to reach member and alert arrived postdischarge.	No	No
<b>8</b> Previous outreach segment ended October 31, 2017. HH received hospital ED alert.	November	New – ED alert received postdischarge; however, member was discharged to shelter – new information, CMA reaching out to intake shelter for additional information.	No	Yes
	December	No contact made with shelter or member.	No	No – Outreach segment should end as of November 30, 2017.



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