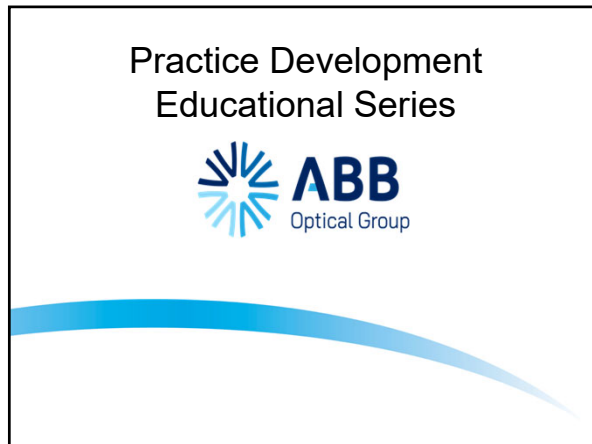
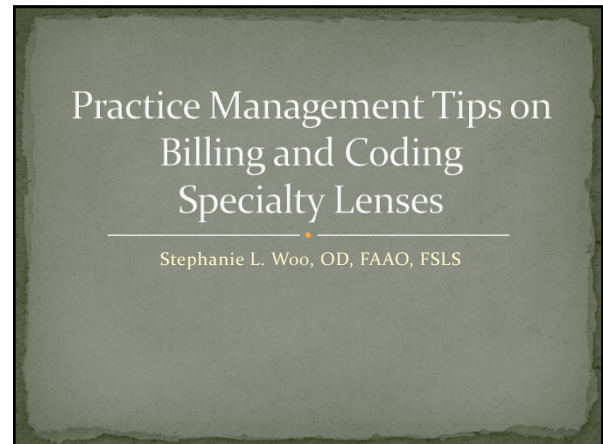


# Practice Management Tips on Billing and Coding Specialty Lenses

12/12/2019



1



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Billing and Coding – what is the right answer?

- Billing and coding is a leading source of frustration for practitioners
- Reimbursement rates vary vastly between insurance carriers, and it is often times difficult to get a clear answer on how to bill appropriately

Billing and coding = accountants?

A cartoon illustration of a person with a large head and a frustrated expression, sitting at a desk covered with a large pile of papers and a calculator. The person is wearing a red shirt and a blue tie.

3

Billing Vision Insurance

- Most vision insurances will reimburse for medically necessary contact lenses (each insurance's criteria and reimbursement rates are different)
- Most all vision insurances will cover either glasses or contact lenses, but not both
- This also holds true for medically necessary contact lenses
- If the patient has used their benefits for glasses or contacts this year, they will not be eligible for medically necessary contact lenses

4

Fee Schedule

- Vision insurances usually incorporate the lens fitting and lenses into one lump sum, which includes the lens fitting, dispense, all follow ups within a certain time period, and lenses
- Medical insurances will pay for the fitting as one charge, the lenses for one charge, and all follow ups are billed as separate charges

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Examples (numbers are for ease of math)

Vision Insurance		Medical Insurance	
Code	Your fees	Code	Your fees
Keratoconus fit 92072	\$200	Keratoconus fit 92072	\$200
Keratoconus corneal GP lens, extended wear V2513 RT	\$300	Keratoconus corneal GP lens, extended wear V2513 RT	\$300
Keratoconus corneal GP lens, extended wear V2513 LT	\$300	Keratoconus corneal GP lens, extended wear V2513 LT	\$300
Total billed to vision insurance	\$800 as one lump sum for all services and lenses	Lens dispense 99213	\$100
		Contact lens follow up 99213	\$100
		Contact lens follow up 99213	\$100
		Each visit is billed separately	

6

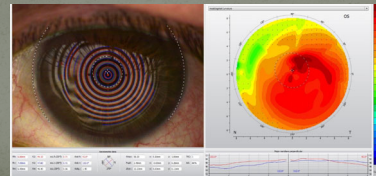
## Dr. Woo's Real Case Series



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## Case 1 – The completely uninformed

- JS, a 35 year old keratoconus patient presented to the clinic for a specialty lens fitting (cash pay, no insurance)
- Reviewed record from referring optometrist
- Reviewed pros and cons of different lens modalities, and fit him into scleral contacts for each eye



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## Case 1 – the completely uninformed

- After the 1.5 hour fitting, the patient proceeds to the check out counter
- The staff inform him of today's charges



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## Case 1 – the completely uninformed

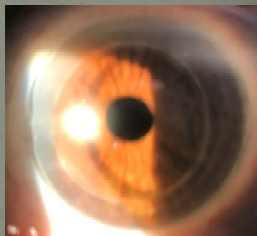
- What happened?
- Case 1 discussion points:
  - Staff awareness and involvement
  - Patient awareness and involvement
- Moral of the story: Be sure patients are FULLY aware of the costs involved PRIOR to any lens fitting



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## Case 2 – The Unauthorized

- WG, a 22 year old Hispanic female presented to the clinic for a specialty lens consultation due a corneal transplant on the left eye. She has medical insurance, but no vision insurance.
- Review R/B of specialty lenses, and she decides to proceed.



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## Case 2 – the unauthorized

- We successfully fit her into a corneal GP lens, dispensed the lens, and saw her for 3 follow up visits
- 90 days later, we receive the EOB

Code	Billed Amount	Insurance Reimbursement
92310-LT	\$500	0
V2510	\$200	0
99213	\$100	\$80
99213	\$100	\$80
99213	\$100	\$80

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## Case 2 – The Unauthorized

Code	Billed Amount	Insurance Reimbursement
92310-LT	\$500	0
V2510	\$200	0
99213	\$100	\$80
99213	\$100	\$80
99213	\$100	\$80

\*Service or code is not a covered item under the patient's plan



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## Case 2 – The Unauthorized

- What happened?
- Patient insurance was not called on for the specific codes PRIOR to fitting

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## Advice- call for pre auth every time!



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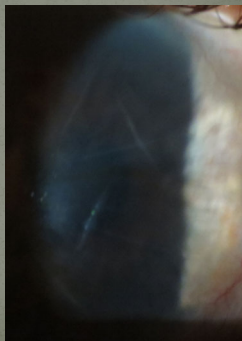
## Pre authorization – Have these ready

- Patient diagnosis or diagnoses (keratoconus, dry eye syndrome, corneal transplant)
- Contact lens fitting codes and service codes
- V codes for the actual contact lens or device
- Usual and Customary Fees
- Are these codes covered? If so, how much can I expect to get paid?

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## Case 3 – Clear Expectations

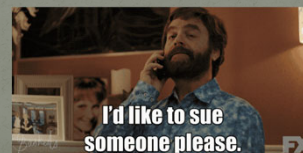
- RH, a 72 yo white male presented to the clinic for a specialty lens consultation for decreased vision due to RK scarring OU. He has Medicare health insurance and no vision insurance.
- After reviewing the cost of scleral lenses and all of the service fees, he agrees to pay out of pocket for all services and products.



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## Case 3 – Clear Expectations

- After 30 days of wear, the patient cannot adapt to contact lenses and wishes to discontinue the fitting.
- We refund him for the cost of the lenses, but keep the remaining money for our time spent with him
- He calls the office livid that he is not getting a full refund



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## Case 3 – Clear Expectations

- Where did we go wrong?

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## ABN and/or patient contract



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## Contract should include

- Cost of services
- Cost of lenses
- Global period end date (if applicable)
- Remake policy
- Shipping policy
- Refund policy
- Payment plan information

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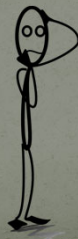
## Case 4 – The Oversight

- TY, a 45 year old keratoconus patient presents to the clinic for a specialty lens consult
- After reviewing her history, we decide to fit her with a corneal gas permeable keratoconus design.
- She has vision insurance and under “Medically Necessary Contact Lens” benefit, it states “covered with \$25 copay”
- We successfully bill the lenses, fitting, and follow up care as one lump sum of \$1000 via the online billing portal

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## Case 4 – The Oversight

- TY was successfully fit and after a few follow up visits, she is released back to her primary care optometrist
- The EOB gets returned to us in the amount of \$250



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## Case 4 – The Oversight

- Our staff member calls the insurance company to find out why the reimbursement is so low
- She explains that on the second page of the list of benefits for that particular patient, there is an important note on Medically Necessary Contact Lenses: “The patient is entitled to an allowance of up to \$250 for Medically Necessary Contact Lenses. Any overages can be billed to the patient at 20% off the Usual and Customary Fees.”



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## Case 4 – The Oversight

- What happened?
- What do the staff need to look for?
- How can this be prevented?
  - Staff need to highlight MNCL benefit and check any additional pages for exceptions

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## Important note! January 2020

Medically necessary contact lenses for **EyeMed** Individual and Family Vision Plans members limited to \$210 allowance beginning Jan. 1

Members of **EyeMed** Individual and Family Vision Plans will have a \$210 allowance for medically necessary contact lenses beginning January 1, 2020. You will continue to be reimbursed up to the standard amount as defined in the provider manual, and members will be responsible for the cost of materials and services over \$210.

This change applies only to members who purchase **EyeMed** Individual and Family Vision Plans; members of other plans will continue to have a paid in full after copay medically necessary contact lens benefit. These members will be part of plans called **EyeMed** Individual and Family Vision Plans "EyeMed Individual Bold" or "EyeMed Individual Bright."

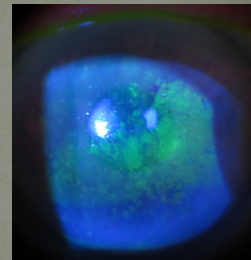
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## Questions?

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## Case 5 – The Non-Reader

- HJ, a 82 year old white female presents to the clinic with severe dry eye x years, which has affected her vision and quality of life.
- Large amount of SPK OU with vision of 20/200 best corrected.
- After reviewing all options, she decides to proceed with a scleral lens fitting (she has both vision and medical insurance)



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## Case 5 – The Non-Reader

- With scleral lenses, the patient feels much more comfortable and her vision improves to 20/40 when wearing the lenses.
- We bill the fitting, dispense, follow up care and lenses to her vision insurance.

Code	ICD 10	Cost
92313 – scleral lens fit	H04.123 (dry eye syndrome OU)	\$500
V2531-RT	H04.123 (dry eye syndrome OU)	\$600
V2531-LT	H04.123 (dry eye syndrome OU)	\$600

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## Case 5 – The Non-Reader

- We receive the EOB back from the insurance provider, and they have paid so.
- *\*Not a valid ICD code for service requested*

Graft versus host disease	J99.813	Corneal ectasia	H18.711 through H18.719
Granular corneal dystrophy	H18.53	Corneal scars and opacities	H17.00 through H17.9, A18.55
Keratitis	H18.001 through H18.079	Corneal staphylococci	H18.721 through H18.729
Keratoconus, stable	H18.011 through H18.019	Corneal transplant failure	T86.841
Keratoconus, unspecified	H18.011 through H18.029	Corneal transplant rejection	T86.840
Keratoconus, unstable	H18.021 through H18.029	Corneal transplant status	Z54.7
Keratomalacia	H18.441 through H18.449	Corrosion of cornea and conjunctival sac	T26.60XA through T26.62XS
Lattice corneal dystrophy	H18.54	Deep vascularization of cornea	H18.441 through H18.449
Localized vascularization of cornea	H18.431 - H18.439	Displacement of other ocular prosthetic devices, implants and grafts	T86.328A through T86.329
Microphthalmos, bilateral	H18.40		

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## Case 5 – The Non-Reader

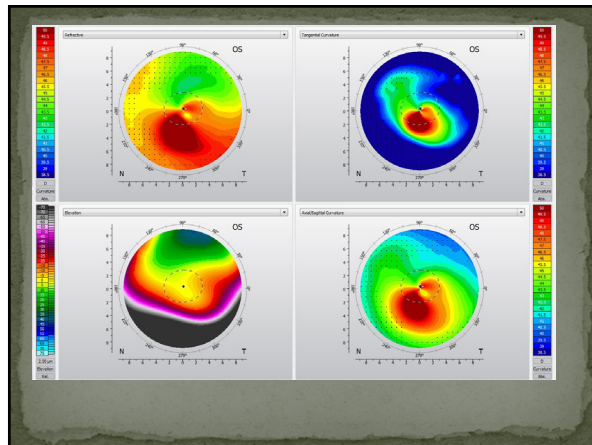
- Discussion:
  - When to bill medical and when to bill vision?
- Morale of the story: Read your manual to find out exactly what services are covered and what the requirements are.

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## Case 6 – The Classification

- CR – 16 year old male presents to the clinic for evaluation of keratoconus OS only.
- BCVA is 20/50 with glasses (multiple remakes and unstable refraction)
- BCVA with soft contacts is also 20/50
- K max is 46.5
- No scarring seen, but mild striae visible at cone apex
- Pachymetry is 525um over cone apex
- He complains of extreme light sensitivity

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## Case 6 – The Classification

- How did I bill it?
- Why?
  - Multiple remakes?
  - Striae seen?
  - Quality of vision not ideal?
  - Light sensitivity

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either or both eyes using standard spectacle lenses. For the purposes of our benefit, there are 2 types of keratoconus as defined in our ectasia scale.

- **Emerging/Mild:** Contact lenses in this tier are anticipated to include, however not be limited to, soft toric, rigid gas permeable, scleral, semi-scleral and hybrid designs/materials. The below severity scale applies:
  - Multiple spectacle remakes
  - Unstable topography
  - Light sensitivity/glare issues
  - Signs including Fleischer ring, Vogt's striae and scissor reflex with retinoscopy
  - No scarring
  - Topography (steep K <53D)
  - Corneal thickness >475 microns
- **Moderate/Severe:** Patients who begin in the emerging or mild categories and are not successful with contact lens materials and keratoconus designs may be elevated into this moderate/severe tier. Contact lenses in this tier are anticipated to include however not be limited to scleral, semi-scleral and hybrid designs/materials. Patients who qualify as moderate/severe will have all of the emerging/mild symptoms, plus:
  - Mild to no scarring or some scarring
  - Topography (steep K of 53D or higher)
  - Corneal thickness up to 475 microns
  - Refraction not measurable
- **Vision improvement other than keratoconus** for members whose vision can be corrected by two lines or more on a standard visual acuity chart when compared to the best corrected standard spectacle lenses.
- This bundled benefit covers materials, fitting and unlimited follow-up visits.
- Include the appropriate diagnosis code when submitting the medically necessary contact lens claims. We may also ask you for additional supporting documentation.

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## Case 6 – The Classification

- Morale of the story: Refer to your provider manual for explanations of requirements for accurate billing

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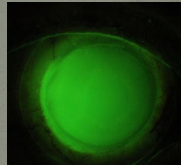
## Case 7 – The Criminal

- JV – a 48 year old Hispanic male had been seeing our clinic for months due to a recurrent corneal erosion
- Constant tearing, photophobia, poor vision, and pain in the left eye.
- Currently managed with bandage contact lenses, artificial tears, antibiotic drops and ointments, and lubricating gels
- Referred to me for specialty lens consult

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## Case 7 – The Criminal

- After discussing different options, we selected a scleral lens to try and help heal the ocular surface and provide some relief.
- Upon insertion, the patient immediately felt better and was more comfortable. We proceeded with a full scleral lens fitting.



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## Case 7 – The Criminal

- At check out, “Doc, I was wondering if I could pay next time because my eye is in so much pain and I can’t see so I haven’t been able to work”
- Me: “Sure thing”



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## Case 7 – The Criminal

- Patient returns for scleral lens dispense
- Upon insertion, vision was 20/50 in each eye, and the patient could immediately feel relief
- After assessing the fit, we trained the patient insertion and removal techniques and he proceeded to check out
- Patient “Doc, I can’t tell you how much I appreciate you. Now that I can see and now that I can keep my eyes open, I can work this week and pay you next week at the follow up”

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## Case 7 – The Criminal

- Patient no shows for his one week follow up
- Staff call multiple times to collect payment with no answer
- We send invoices, and ultimately send patient to collections



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## Case 7 discussion

- Fee set up and payment plan?
- What options are there and what does Dr. Woo do now?

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## Case 8 – The Non-Reader Part 2

- KL a 43 year old white male presents to the office for a specialty lens consult due to a large scar from pseudomonas which has impacted his vision.
- With best corrected glasses, he can achieve 20/400 vision.
- We fit him with an bitoric gas permeable design, and his vision improved to 20/30

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## Case 8- The Non-Reader Part 2

- We successfully bill the fitting and lens to the patient's insurance through the online portal.

CPT code	ICD 10	Fee
92310	H17.11 (central corneal opacity)	\$500
V2511 (Gas permeable toric, per lens)	H17.11 (central corneal opacity)	\$500

Total billed to vision insurance = \$1000

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## Case 8 – The Non-Reader Part 2

- EOB return states \$800 (out of \$1000 billed) paid

CPT code	ICD 10	Fee
92310	H17.11 (central corneal opacity)	\$500
V2511 (Gas permeable toric, per lens)	H17.11 (central corneal opacity)	\$500



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HCPCS	Annual Replacement <sup>1</sup>	Planned Replacement <sup>1</sup>	Daily Replacement <sup>1</sup>
V2500*	\$451	—	—
V2501*	\$585	—	—
V2502*	\$691	—	—
V2503*	\$805	—	—
V2510*	\$857	—	—
V2511*	\$800	—	—
V2512*	\$900	—	—
V2513*	\$825	—	—
V2520	\$500	\$650	—
V2521	\$679	\$804	—
V2522	\$750	\$863	—
V2523	\$650	\$775	\$800
V2530*	\$700	—	—
V2531*	\$2,300	—	—
V2599**	\$1,300	\$1,650	—
Piggyback	\$1,300	\$1,650	—

VSP Information as of 7/7/17

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## Case 8 – The Non-Reader Part 2

- Morale: Carefully read through your provider manual to gain full understanding



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# Practice Management Tips on Billing and Coding Specialty Lenses

12/12/2019

## Final thoughts

- Insurance reimbursement rates vary drastically
- Price your fees appropriately based on the amount of time spent with the patient and necessary supplies/equipment
- Many free resources, articles, webinars, etc on [GPLI.info](http://GPLI.info), [sclerallens.org](http://sclerallens.org)

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YouTube.com

## Scleral Lens Billing and Coding

Mindy Tisdale, OD, FAAO, FSLB  
Stephanie Woo, OD, FAAO, FSLB

The webinar will begin shortly

Scleral Lens  
Education Society

## Billing, Coding and Economics of Scleral Lenses

Stephanie L. Woo, O.D., F.A.A.O., F.S.L.B.

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**GPLI GP Lens Institute**  
The Education Resource for Customized Contact Lenses™

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### Coding and Billing Resources

The following resources are available pertaining to medically necessary contact lenses:

- Webinar: Specialty Contact Lens Coding and Billing Update. Presented in August 2016 by Clarke Newman, OD, CE credit available.
- Billing, Coding and ICD-10 for Medically Indicated Contact Lenses (as of April 2017)
- Coding and Billing FAQ
- CPT Codes, HCPCS Codes and ICD-10 Codes (February 2018)
- Sample Patient Brochure
- Sample Insurance Letter of Medical Necessity 1
- Sample Insurance Letter of Medical Necessity 2
- Sample Insurance Letter of Medical Necessity 3
- Top 10 Errors in Coding and Billing

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Questions?

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**ABB Optical Group**

## Specialty Lenses

One Call / One Source

ABB Contact Lens | ABB Labs | ABB Business Solutions

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**ABB Business Solutions**

- ABB Analyze**  
Practice Performance Optimization Platform
- ABB AutoShip**  
Automated Soft Contact Lens Re-Order Platform
- ABB Verify**  
Vision Care Benefits Automation and Optimization Platform
- ABB Educate**  
Clinical & Practice Training Platform
- ABB Connect**  
Optical Marketplace Platform

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# Practice Management Tips on Billing and Coding Specialty Lenses

12/12/2019

## Specialty Lens Collection

custom gas permeable • custom soft • silicone hydrogel  
keratoconus • sclera • ortho k • spherical • astigmatic • multifocal

www.abboptical.com • 1.800.772.3911

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## Products

The Most Extensive Portfolio of Specialty Contact Lenses in the Industry, including the following manufactured and distributed lenses:

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CONFIDENTIAL 56

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## ABB Scleral Lenses

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## Specialty Lens Products

- Custom Soft
- Hybrid Lenses
- Ortho K

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## Specialty Vision Products-Consultant Team

<b>Arch Holcomb M.Sc.</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2017 Email: 3377-arch@abboptical.com	<b>Ann Shackelford</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2017 Email: 3322-ann@abboptical.com	<b>Dede Reyes</b>  All Ages Contact Lenses Experience: 20 years Clinical Contact Lenses NIOS Certified 2018 Email: 3389-dede@abboptical.com
<b>Alba Mackley</b>  Experience: Over 20 years in the Contact Lens Industry NIOS Certified 2019 Email: 4761-alba@abboptical.com	<b>Grant Pearson</b>  Experience: Over 20 years in the Contact Lens Industry NIOS Certified 2019 Email: 3338-grant@abboptical.com	<b>Crystal Bailey</b>  Experience: Over 20 years in the Contact Lens Industry NIOS Certified 2019 Email: 3417-crystal@abboptical.com
<b>Pam Galzer</b>  Experience: Over 20 years in the Contact Lens Industry NIOS Certified 2019 Email: 3370-pam@abboptical.com	<b>Sheree McMahon</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2019 Email: 4790-sheree@abboptical.com	<b>Stephanie Carnegie</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2019 Email: 3387-stephanie@abboptical.com
<b>Joe Hanson</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2019 Email: 4610-joe@abboptical.com	<b>Larry Platt</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2019 Email: 4791-larry@abboptical.com	<b>Mika Wong</b>  Experience: Over 10 years in the Contact Lens Industry NIOS Certified 2019 Email: 3314-mika@abboptical.com

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## Prime Warranty Program

**NEW**

**GAS PERMEABLE LENS PRIME WARRANTY:**

**Single Vision**

- 90 day Warranty Program
- Unlimited exchanges at N/C within 90 day period
- No need to return lenses unless patient cancellation

**Irregular Cornea, Multifocal, Toric**

- 120 day Warranty Program
- Unlimited exchanges at N/C within 120 day period
- No need to return lenses unless patient cancellation

**Prime Warranty Program**  
ABB Manufactured Specialty Lenses

**SCLERAL LENS PRIME WARRANTY:**

IOD FLEX, IOD Family, Infinity, Dyna Scleral & Dyna Semi Scleral

- 120 day Warranty Program
- Unlimited exchanges at N/C within 120 day period
- No need to return lenses unless patient cancellation

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# Practice Management Tips on Billing and Coding Specialty Lenses

12/12/2019

**Now Available in Select Boston Materials**

**A "Game Changer" for Eye Care Practitioners' Practices**

Tangible Hydra-PEG™ is the first contact lens coating technology in the world for specialty custom lenses

**Ordering is Easy**

- Tangible Hydra-PEG is available on Contamac™ Optimum GP lenses and Paragon HDS® & Fluoroperm® Lens Materials.

**Now available to order in Boston ES, Boston EQ, Boston XO and Boston XO 2 Materials.**

- Ask our specialty customer service representative to add Tangible Hydra-PEG coating when ordering your prescriptions.

**Tangible Hydra-PEG Coating**

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**ABB Delivers Greater Value**

- ✓ **Consultation efficiency**
  - Call one consultant for access to specialty soft, Hybrids, and an extensive portfolio of multifocals, torics, sclerals, and irregular corneal lenses.
- ✓ **Order Consolidation**
  - Ordering all lenses from one company via website or phone ordering.
- ✓ **Shipping efficiencies**
  - One bundled shipment means time and money saved!
- ✓ **Accounting efficiencies**
  - One statement and one payment means easy reconciliation
- ✓ **Business Review**
  - Measure your specialty portfolio growth in one simplified report
- ✓ **Education**
  - Lunch and Learns, staff trainings, live webinars, wet labs, and scleral boot camps

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**Educational Opportunities**

**Lunch-N-Learn Topics Available**

- **Specialty Lens Products Catalog**
  - In depth look at available Specialty lens products, Sclerals, GP lenses and custom soft
- **Scleral Lenses Product Specific**
  - ICD Flex
  - Europa
  - Jupiter
  - Boston Sight
- **Basic Scleral Education**
- **Basic Scleral Lens Troubleshooting**
- **Basic Scleral Staff Education** - Can be provided in a series for your staff separately
  - Educating Patients with Care and Handling Sclerals
  - Increasing Patient and Practice Success
  - Instrumentation for Scleral Lens Fitting

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