



Andrea Woodroof, M.D.
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CT Scans * Full Body Ultrasound * Bone Density (DEXA) Scans * Breast Imaging

December 22, 2021

Sent Via Email

From:

Sabra Pleasant
Kentucky Breast Care
Somerset, KY 42503
606-219-4184

To: kristin.miracle@anthem.com

cc: rachel.buchanan@anthem.com, Provider Experience Consultant

RE: Request to Update Anthem's Reimbursement Rates to KBC

Dear Ms. Miracle:

I appreciate your cooperation with us, and I want to state up front: We do seek a "win-win" relationship with Anthem, where:

- KBC provides the most cost-efficient outpatient medical services, *while also helping avoid medical costs (great for insurance companies & our patients), and*
- KBC is also fairly compensated for those services.

After an extensive analysis of Anthem's reimbursement rates compared to our other Payors, it is clear that many CPT code reimbursements need to be adjusted for 2 primary reasons:

1. **KBC provides a more cost-efficient result** than other medical service providers (especially hospitals) in our area, which saves our insurance payors directly on the "services" that we provide.
 - Even more importantly, KBC has a documented history of **finding cancer earlier (which avoids significant treatment costs "downstream")**. *Although this may not be reflected in some insurance payor's basic financial models... it is a real and significant avoided cost to Anthem.*

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2. Relative to reimbursement rates KBC receives from our other insurance payers, **Anthem's is under-reimbursing KBC.**

#1 Why KBC is the most cost-efficient option:

KBC is the patient's first choice in our region for the services that we provide because of a few primary differentiators:

- We have the best technology and more modern equipment/software,
- The most experience with new radiology techniques,
- The only breast fellowship-trained physician in our area,
- A spa-like clinic with superior atmosphere and patient care,
- Provide diagnostic breast follow-up services which include imaging and biopsy... reducing costs and time for patients.

Background Information and Demographics (info Anthem requested):

- We are a private (woman-owned and operated) clinic with 2 locations, one primary practitioner and (mostly by "word of mouth") draw over 20,000 patients from all over KY, as well as 10+ other states. **We own all of our equipment and bill "globally" (technical and facility fees).**
Because we are fully accountable for the "end result" to the patient, we do a better job than a Dr. in a hospital, because we have the ability to adjust our processes, upgrade equipment or other internal processes to best serve our patients.
 - *If you notice from the Facebook pages for KBC as well as Somerset Family Imaging, our patients' satisfaction is higher and it is also reflected elsewhere in reviews online.*
- KBC was the **first private clinic in the State of Kentucky** to offer 3D screening mammograms (and we offered 3D at the 2D price, which directly benefited our insurance payers by lowering overall patient treatment costs, without increased reimbursement).
- In 2016...KBC was also **one of two locations in the USA** (the other was the Mayo Clinic) to offer 3D Contrast Enhanced Tomosynthesis, which considerably reduces the overall medical cost in several areas (avoided diagnosis fees as well as avoided surgical procedures). *I believe we still may be the only non-hospital clinic to offer these services within KY.*

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- KBC's equipment is newer and more advanced than our neighboring service providers... *For example- all of KBC's ultrasound equipment is state of the art with additional capabilities that are on the cutting edge of specialty breast diagnostic tools.*
- KBC has the ability to do multiple exams for a single patient on the same day, which can assist us in diagnosing problems earlier and faster (and the patients really like this because it reduces the number of office visits, while also reducing the time a patient is nervous while waiting for results).
 - Dr. Woodroof does not charge a separate professional fee for reading the exams, everything is done in-house.
- KBC has invested its own resources in research and development to advance the field and standard of care, and we have published our findings to help reduce the cost of treatment.
 - KBC has also developed a "beyond the clinic" relationship with our patients by supporting awareness and healing patient groups at our own expense.
 - At its own expense, KBC has worked with various software companies to develop proprietary processes that lead to better patient management, follow-up and overall care, while reducing the overall cost of treatment.
- Optinet Site Score is 97.5.
- Physician Information: Dawn Andrea Woodroof, MD
 - Diagnostic, Fellowship Trained Radiologist specializing in Diagnostic Breast Imaging, CT and Ultrasound.
 - Graduated from the University of Oklahoma College of Medicine in 2002, and then completed a breast fellowship at Parkland Hospital in Dallas, TX.
 - 19 years of experience and has been serving patients at the Russell Springs location since 2012 and the Somerset location since 2014.
- KBC commonly serves patients from the following counties:

Pulaski, Rockcastle, Lincoln, Garrard, Laurel, McCreary, Whitley, Adair, Russell, Taylor, Casey, Clinton, Wayne, **but we also routinely serve patients from 14 other states.**

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- **Locations and Information:**

Kentucky Breast Care – Somerset Clinic (Main Office)

100 Sarahs Ln, Somerset, KY 42503

Kentucky Breast Care FEIN: 45-5407465

NPI # for KBC is: 1295097319

Medicare PTAN # for KBC is: K068900

Dr. Woodroof's Individual Medicaid #: 7100126170

*You may not need this, but... Somerset Family Imaging
FEIN: 47-1376439... SFI is located in the same building
and we use this distinction for certain reasons... I believe
for Medicare (which may not apply to your group). SFI
has an inactive Medicare PTAN #: K151270 and a
Medicaid #: 7100621790*

Kentucky Breast Care - Russell Springs Clinic

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Summary: “Why KBC is the Most Cost-Effective Option for Anthem”:

Most patients are not aware of the above info, nor that we also spend a lot more time on their behalf (making sure they are followed up with referring doctors, etc.,) such that we find cancer earlier...which allows our patients to treat problems before they get out of hand... which reduces the overall cost our insurance partners have to pay via surgeries or other hospitalizations (which KBC helps avoid).

Anthem may be unaware of additional ways that we help avoid medical costs. As one example:

- Because we have the only breast fellowship trained radiologist in our area (along with the most experience with superior technology), we are more aware of the guidelines and are able to optimize patient care. For example: In contrast to our competitors, we don't do additional diagnostic procedures (which are expensive) as frequently, because we realize it's an unnecessary cost for a routine follow-up exam...
- We can document numerous cases where our patients spent additional \$\$ (and so did insurance companies) when our competitors

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had done additional expensive procedures that were not required (nor in the medical guidelines). KBC's ability to optimize patient care reduces the cost to the patient and also the cost to the insurance payer.

- It is with regular frequency that we correct errors/mismanagement of patients by hospitals (who just use general radiologists, not breast specialists). We have documented many patients that were "lost" in the hospital's system, and KBC was able to diagnose the problem and get early treatment that saved their lives (as well as hundreds of thousands of dollars in avoided hospital stays/surgeries, etc.).

Most insurance payors DO recognize that KBC provides a higher level of patient care and actually helps them avoid overall costs (especially "downstream" surgeries, treatments, hospitalizations, etc.)... and we DO receive higher reimbursement rates than from Anthem.

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#2 Reimbursement Comparison from our other Insurance Payors:

After an extensive comparison of reimbursement rates from our main insurance payors, below are our typical reimbursement rates (by the CPT codes that we frequently use). On a few codes, Anthem is close enough to the average reimbursement, **but on the highlighted codes (in red text), we ask that Anthem come “up to par” with the Average.**

CPT CODE	Description	Payor A	Payor B	Average of Payors	Anthem Rates 2021	Anthem % of Average
77067	SCREENING MAMMO	\$212.43	\$179.84	\$196.14		~60%
77063	Tomo (3D Addition)	\$87.87	\$73.35	\$80.61		~60%
77066	Bilateral Diagnostic Mammo	\$264.27	\$222.82	\$243.54		~50%
77062	Tomo (Bilateral)	\$147.61	\$214.00	\$180.81		~50%
77065				\$193.82		~52%
				\$177.46		~40%
				\$177.85		~61%
				\$177.44		~86%
				\$177.00		~60%
				\$177.94		~59%
				\$771.99		~60%
70450		\$151.81		\$166.80		~77%

Why is this part “blocked out”?

- KBC is not allowed to show Anthem’s actual Reimbursement Rates, but you can see in rough percentage format how far BELOW Average Anthem was (see far right column).
- For Ex: the first line shows that Anthem’s reimbursement was only about 60% of what other insurance companies reimburse.
- Anthem’s reimbursement (specifically to KBC) made it unsustainable.

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70460	CT HEAD WITH CONTRAST	\$256.82	\$212.08	\$234.45		~74%
70470	CT HEAD WITH AND WITHOUT CONTRAST	\$299.64	\$250.85	\$275.25		~76%
70486	CT Sinus Maxillofacial	\$217.36	\$183.12	\$200.24		~94%
76536	UltraSound Soft Tissue Neck/Thyroid	\$179.20	\$153.22	\$166.21		~58%
76705	UltraSound Gall Bladder/Abdomen/Liver	\$142.21	\$120.99	\$131.60		~72%
76770	Renal UltraSound	\$176.70	\$149.02	\$162.86		~71%
93922	Ankle Brachial Index (ABT)	\$136.87	\$118.18	\$127.52		~72%
71250	CT Thorax without Contrast	\$249.22	\$235.43	\$242.33		~75%
96374	Diagnostic Injection	\$60.55	\$74.74	\$67.65		~96%
99201	New Office Patient (Over-Read of Other Radiologist's Work)	\$72.90	\$57.46	\$65.18		~77%
99212	Revisit and Component of Additoinal Services by KBC	\$70.16	\$57.46	\$63.81		~58%

Conclusion:

Based on the data presented within Reasons #1 and #2, we feel that Anthem is under-reimbursing KBC.

Please recall:

- KBC has the most experience with advanced equipment and patient tracking processes/software, a higher level of customer satisfaction and the only fellowship trained, board-certified breast radiologist in our area. *Without marketing, we draw patients from multiple states (for good reasons).*

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- KBC has a documented history of **finding cancer earlier** (which **saves our payors far more significant treatment costs “downstream”**).
- **KBC is a lower cost** for Anthem, compared to if some of our patients were to get their services from a hospital.

I do hope Anthem considers these facts and understands that KBC is completely comfortable evaluating our rates based on "Shared Savings" or other metrics that some payors are using... because we can prove that our approach is the lowest overall cost.

We are also aware that our reimbursement rates from Anthem are still far lower than what Anthem pays to our competitors (especially hospitals).

As we consider what relationships we want to have with our potential insurance providers, we hope that Anthem can adjust the reimbursement rates to at least be “on par” with what we receive from our other payors.

Feel free to contact me directly if you have any questions and I invite you to come down to tour our facility, talk with our team and see for yourself the level of patient care that we provide. I hope that we can come to a mutually beneficial agreement.

Please advise if you would like to discuss further by Friday, January 21 so we can determine next steps. Thank you in advance for your consideration.

Sincerely,

Sabra Pleasant
Billing Department 606-219-4184 x3
Kentucky Breast Care

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