1. POLICY

Purpose of Policy: To document coverage and reimbursement criteria related to the PEIA Weight Management Program for its members, their dependents and participating providers.

Background:

West Virginia is among the top states in the incidence of obesity, diabetes, hypertension, metabolic syndrome, and heart disease. PEIA members, like their fellow West Virginians, are experiencing an alarming rate of these debilitating conditions causing an escalation in the agency’s obesity related claims.

It is understood that the addition of a weight management benefit cannot singularly address this problem given the “obesogenic” environment in which we live. However it is our intent to offer a benefit which will assist PEIA members in making the necessary lifestyle changes need to lessen their risk factors and improve their fitness levels, while working toward a healthy weight.

In July of 2004, PEIA initiated the PEIA Weight Management Pilot Program (now the PEIA Weight Management Program) with a single participating site. Now a covered benefit, the service is available at over 70 fitness facilities across the state.

The program offers the following services:

- Nutritional counseling services provided by registered and licensed dietitians;
- Fitness services provided by exercise physiologists and certified personal trainers;
- Access to appropriately equipped and staffed facilities;
- Phone coaching by professional counselors and/or specially trained coaches.

Effective July of 2011, PEIA amended the program eligibility criteria to include a broader spectrum of members who would experience improved health via the nutritional fitness and behavioral services offered by this program.

Effective July of 2013, PEIA enhanced the benefit to allow for a second attempt per lifetime to complete the program.

Limitations of Coverage:

Available to PEIA Preferred Provider benefit or COBRA members, this is a twice per lifetime, self-selecting, opt in benefit with a consecutive duration of up to two years in length. Individuals who cease participation with the program due to medical reasons are allowed to resume the program upon medical release. Participants who have ceased their participation for other reasons may resume after a twelve month waiting period. The second program attempt, available only to those who didn’t complete the first attempt, follows the first year of the first attempt design in service delivery. Changing of facilities is permitted on the second attempt.

Eligibility and Access

Effective July 1, 2011, the PEIA Weight Management Program was made available to individuals who have a Body Mass Index of 25 or greater; OR a waist circumference of 35 inches or more for a
Weight Management Program

woman; or 40 inches or more for a man.

Members are deemed ineligible if:

- They had bariatric or lap band surgery within the past ten years.
- They have exhausted their twice per lifetime limit.
- Their physician or nurse practitioner does not release them to safely participate.
- They completed two years of attempt one.

Pregnant women are not eligible for the program due to safety concerns. If they become pregnant while in the program, they will receive a medical drop and can return when no longer pregnant, restarting the program in either attempt one or attempt two, whichever they had previously been participating.

Although PEIA is working to provide state wide program access, it is not yet available in every county or community in West Virginia. Additionally, this is an in-state program only.

Enrollment

Interested PEIA members may enroll by either calling 1-866-686-7493 or by using the web based enrollment application which may be found on the PEIA website: www.wvpeia.com. Phones are answered by specially trained staff at the West Virginia University’s College of Physical Activity and Sport Sciences (CPASS). If the applicant meets criteria, they are sent a packet of materials to be completed and returned to CPASS including: informed consent agreement, physical activity acknowledgement form, physician/nurse practitioner approval form, health information survey, healthcare insurance coverage notice, health behavior coaching services form, lab data sheet (optional) and minor medical release form (only required for enrollees under 18 years of age).

Services Offered

The PEIA Weight Management Program provides nutritional, exercise and behavioral services from recognized professionals within their fields. PEIA has developed a monthly schedule of services which is premised upon individualized assessments and follow ups by the dietitian and exercise physiologists. Personal trainers are to assist the participant with the implementation of their fitness plan. Services are the most intense during the first six months of the program with encouragement provided to participants to continue attendance for at least that duration so as to achieve the best results and a greater likelihood of incorporating new behaviors as a part of their routine.

Should the member need additional program services, providers may make such requests to PEIA documenting medical necessity and compliance with prior minimum attendance and participation.

Member responsibilities

Members are encouraged to carefully consider their readiness to participate as this is a twice per lifetime benefit. As a participant, their obligations are as follows:

- To keep all scheduled appointments.
- To provide a minimum of 24 hour notice prior to any cancellations or agree to pay for a missed appointment.
- To pick one participating facility and not request a transfer unless the member has moved out of the area or there is some other compelling reason. A request does not necessarily guarantee that the request will be approved.
Weight Management Program

- To exercise at the facility a minimum of twice, preferably three times weekly.
- To cooperate with the monthly measurements which are to be taken by the staff at the facility.
- To pay the facility copayment when due.
- To keep a food journal to be reviewed by the dietitian and other program staff.
- To notify the phone coach if problems have occurred interfering with participation.
- To cease using services if their PEIA Preferred Provider Benefit or COBRA insurance has lapsed (failure to do so will make the participant liable for all program claims incurred after insurance has lapsed).
- To show courtesy and mutual respect to all program staff and fellow participants. Rude or threatening behavior is grounds for dismissal from the program.

Facility Responsibilities

PEIA Weight Management facilities are recruited by PEIA and its representatives. All participating facilities must agree to accept the PEIA fee schedule; to provide required services when due; to utilize the required nutrition and exercise professionals for the specified services as delineated by PEIA; to respect scope of practice guidelines; to offer reasonably accessible hours of operation; to utilize PEIA’s web based information system to document in a timely fashion participant information; to collect member copayments when due; to maintain equipment and the facility to ensure safety and cleanliness; to have a functioning and easily accessible Automated External Defibrillator at the facility at all times; to notify PEIA of any change in personnel; to comply with all requirements of the Healthy Insurance Portability and Accountability Act; to utilize the CAMC Health Education and Research Institute (CHERI) representative for the purposes of claims submission to PEIA’s Third Party Administrator; to communicate with the phone coaches as needed regarding participant progress or obstacles; and to provide services in a sensitive, nondiscriminatory manner to all participants. Sites are encouraged to attend PEIA trainings when offered.

Sites which fail to meet guidelines will be dropped from the program. PEIA has the discretion to drop sites or deny applications of new sites as it is an agency established network and in no way an entitlement program.

Reimbursement

PEIA pays for the services of dietitians, exercise physiologists and certified personal trainers per the agency fee schedule. The member copayment of $20 per month shall serve as payment for facility access. All participating providers receive a copy of the fee schedule and any relevant updates. Balance billing is prohibited. Since PEIA pays all associated weight management claims directly to the facility for services actually rendered and it is expected that the facility will remit payment to all contracted or staff providers in a timely fashion. PEIA cannot mediate payment issues between the facility and their staff. However, ongoing problems between the facility and staff may be cause for program discontinuation.

Participants with PEIA Plan C (the high deductible plan) must first meet their deductible before PEIA pays any program claims. Plan C members must also pay their $20 monthly copay to the facility.

Children and Adolescents

PEIA recognizes the need for specialty care programs designed to meet the needs of overweight children and their families. As the PEIA Weight Management Program model is more appropriate for adults, the agency will work with the provider community on alternate models for children.

Children in the 85th percentile or above are eligible as well as those children who are at risk for becoming overweight due to any one of the following: trends over time; family risk factors; or a referral from their pediatrician or family practice doctor/nurse practitioner.
Child based programs may include a parental component in situations where the age and developmental maturity of the child so indicate. PEIA Weight Management sites should advise PEIA as to whether they can accommodate the needs of children and specify age requirements.

**Coding and Claim Requirements**

**Dietitian Services**

97802 Medical Nutrition Therapy: initial assessment and intervention; individual, face to face with patient, each 15 minutes. (See RBRVS facility based).

97803 Medical Nutrition Therapy: reassessment and intervention, individual, face to face with patient, each 15 minutes. (See RBRVS facility based).

**Facility Based Exercise Physiologists**

S9449, Weight Management sessions, non-physician provider, per session, 15 minute increments. PEIA fee allowance is $15 per unit or $60 per hour. Provides for individualized assessments and fitness plans.

**Facility Based Personal Training Services**

S 9451, exercise classes by non-physician, to be provided by certified personal trainer on an individual basis or if agreed upon by participants, with up to three participants for the purposes of training; OR group exercise classes such as Zumba, kettle ball, boot camp, yoga, spinning, etc. of no more than ten participants with the understanding that the participant must choose any group session in lieu of one on one training. This service may also include participant measurements and consultations, $10.00 per 15 minute increment.

**Other Provider Requirements**

Providers which have repeatedly been placed “on hold” for new referrals due to the failure to comply with program requirements or due to the provision of substandard services may be permanently terminated from the PEIA network. As referenced earlier, there is no appeal process for this change in status as the PEIA Weight Management network is solely determined by PEIA.

Providers should refrain from marketing additional services to PEIA members as this program is meant to be a comprehensive package which should meet participant needs. Such prohibited marketing includes: additional personal training or other professional services; supplements; DEXA scans, additional classes; orientation sessions; or lab work. (This list is not all inclusive.)

Providers may not charge participants for swipe card fees, lockers, towels or other facility conveniences as the PEIA fee schedule is inclusive of all program costs (except child care) and provides sufficient remuneration for facility overhead.
Weight Management Program

Forms/Program Materials/Websites

Member application forms, the program brochure and a list of participating facilities may be found on www.wvpeia.com

Facility training materials, published studies, member materials and related information may be found on http://healthperformance.wordpress.com

PEIA participating facilities shall document participant documentation in the PEIA Weight Management Face to Face Care Management website: https://weight.peiaf2f.com

The PEIA Weight Management toll free line is: 1-866-688-7493 and is answered by staff of the West Virginia University’s College of Physical Activity and Sport Sciences through a contract between PEIA and WVU CPASS.