

# Vital SIGNS

A publication for providers of Simply Healthcare



**simply**  
healthcare

## Message from the Chief Executive Officer – Marcio Cabrera

Welcome to the first issue of Vital Signs, a quarterly newsletter for participating providers of Simply Healthcare. The purpose of this newsletter is to give every provider an opportunity to be well-informed about our organization and connected through a dedicated and reliable news source. It will be a place to learn more about what's happening at the plan and ways to improve your experience that will benefit both you and our members. In this first issue you'll learn about who we are, meet members of our team who work most closely for providers and read about exciting new initiatives.

First and foremost, all of us at Simply Healthcare are dedicated to making your healthplan experience with us second to none. That means simplifying processes, making things easier and saving you time any way we can. We will accomplish that through high touch customer service, investments in technology and the type of responsiveness only a local healthplan can deliver.

Our Provider and Outreach Representatives will be in the community daily visiting offices to assist in answering questions and resolving issues promptly. Your calls will be answered by live, local Provider Service Representatives committed to getting you the answers you need- not a recording in another state or country with a lengthy menu of options. We've made significant investments in technology putting quick and easy tools at your fingertips to conduct transactions electronically for fast payment and seamless referrals. New enhancements to the Provider Portal are in place and we're also working on a one-page monthly ebulletin featuring timely, actionable news briefs. Members will experience the Simply difference too. Every provider and member will be treated with the respect they deserve and receive the service they expect.

We've all come to Simply Healthcare at different stages since its inception in December 2009. Thank you for all you have helped us accomplish. What started as a piece of paper – our Certificate of Authority to operate an HMO – 12 months later grew to 17,000 members and 700 providers. In the same timeframe we implemented a conversion to our new operating platforms, expanded our service area to seven counties, increased our staff to 140 employees, moved into a new headquarters building and opened regional offices in Orlando and Tampa. Current membership is more than 21,000.

An aggressive 2011 growth strategy is in place which started with filings for both a new Nursing Home Diversion program in seven counties and a Medicare Advantage plan with four products in two counties effective January 1, 2012 pending CMS approval. This year the plan will double the size of its service area with expansion into new counties. And new legislation has transformed Florida's Medicaid program creating new opportunities.

This is an exciting time for us. I look forward to reporting to you and learning from your Simply Healthcare experience as well. To receive this quarterly newsletter and upcoming monthly bulletins electronically, please send your email address to [newsletter@simplyhealthcareplans.com](mailto:newsletter@simplyhealthcareplans.com). At the same time, I hope you'll let us know what you think of our newsletter by emailing us your comments and suggestions.



*Marcio E. Cabrera*

**Marcio Cabrera**  
Chief Executive Officer

## About Simply Healthcare

### Headquarters

Coral Gables, Florida

### Regional Offices

Tampa and Orlando

### Employees

More than 150

### Products/Plans

Medicaid and Healthy Kids. Nursing Home Diversion, Medicare Advantage with Part D including Special Needs Plans pending CMS approval (effective date 1/1/12)

### Markets

Hillsborough, Miami-Dade, Osceola, Pasco, Pinellas, Polk and Seminole

### Accreditation

Three-year accreditation from the Accreditation Association for Ambulatory Health Care (AAAHC)

## Executive Team



**Marcio Cabrera, Chief Executive Officer** – A veteran healthcare industry executive with 18 years of experience, Marcio is responsible for Simply Healthcare’s strategic development, direction and growth. Throughout his career he has held leadership roles, guiding healthcare organizations and specializing in the development and implementation of strategic plans, including Chief Executive Officer of Navarro Discount Pharmacy, Chief Financial Officer, Executive Vice President and Secretary of Ramsay Health Care (now UnitedHealthcare) and Chief Financial Officer of Ramsay HMO.



**Rosy Cozad, Chief Operating Officer** – Rosy is an accomplished senior managed care executive with 29 years of expertise in the development and operations of government-sponsored programs. She is responsible for Simply’s day-to-day-operations with oversight for all departments. Her previous leadership positions include Chief Executive Officer for UnitedHealthcare of Florida, Community and State Programs and Senior Vice President of Government Programs at Vista Healthplan.



**Holly Prince, Chief Financial Officer** – Holly began her career in public accounting with BDO and is a CPA with 16 years of healthcare finance experience. She is responsible for the plan’s financial operations and reporting and has direct oversight of the accounting, claims and billing and enrollment departments. Before joining Simply, she served as Corporate Controller and Interim Chief Financial Officer at DentaQuest, Chief Financial Officer at Atlantic Dental Insurance (ADI) and Vice President of Finance for United HomeCare Services.



**Barbara R. Cowley MD, F.A.C.P., Chief Medical Officer** - Dr. Cowley is a board certified internist and veteran healthcare executive with more than 29 years of health services management experience. She is responsible for oversight of Simply Healthcare’s clinical operations including quality management, health services, credentialing, disease management and case management. Among her direct responsibilities are special

procedure referrals, hospitalizations and consultation with participating providers. Prior to joining Simply she served in leadership positions at CAC, CarePlus and UnitedHealthcare.



**Alex McNab – Director of Information Technology**  
Alex has been directing and implementing IT solutions in healthcare sector for 15 years. His duties include construction, oversight and management of Simply’s IT systems and infrastructure. Previously he served as Director of Information Technology for the Health Care District of Palm Beach County and Vice President of Software Solutions for Vista Healthplans.

## Product Leaders



**Ela Alarcon**  
Vice President of Long Term Care



**Tomas Orozco**  
Vice President of Medicare Operations



**Carlos Fernandez**  
Vice President of Business Development – Medicare



**Raylene Adams**  
Vice President of Network Development



**Jean McDade**  
Provider Relations Director - Medicaid Central Florida



**Rosie Stoetzer**  
Provider Relations Director - Medicaid South Florida



**Ramon Rios**  
Director of Community Outreach - Medicaid Central Florida



**Armando Sanguily**  
Senior Outreach Representative – Medicaid South Florida

## News Briefs

### Transformation of Florida Medicaid begins

When the 2011 Florida Legislative session ended on May 6th, a new era in Medicaid began. The passage of CS/HB 7107 and CS/HB 7109 was transformational. It created Florida's first integrated mandatory "Medicaid Managed Care" program. Below are highlights of the bills that complement our business objectives:

- Subject to federal approval, AHCA will be required to contract with a Provider Service Network (PSN) to function as a third party administrator and managing entity for the Medipass (Medically Needy) program in every county. Provides for automatic enrollment of Medipass enrollees into FFS PSN. Maintains current provider assignments.
- Establishes a competitive bid process for managed long term care for persons 65 years of age or older, or 18 or older with disabilities, who meet level of care for Long Term Care (LTC) services- programs also commonly known as Nursing Home Diversion. Requires AHCA implementation by July 1, 2012 with region wide full implementation by October 1, 2013.
- The Agency for Healthcare Administration (AHCA) will conduct a competitive bid process issuing an Invitation to Negotiate (ITN) no later than January 1, 2013 and begin contract awards to qualified plans with full implementation by October 1, 2014.

### New Services on the Provider Portal

We are continually working to deliver exceptional, easy-to-use services that are second to none for providers. Our dedicated Provider Portal offers convenient access to information in a safe and secure environment 24-hours a day, 7-days a week at [www.simplyhealthplans.com](http://www.simplyhealthplans.com). Below is a list of services coming soon and available now.

#### Coming Soon

- View PCP Roster. Scheduled for completion July 2011
- Improved provider search capabilities. Scheduled for completion July 2011
- Electronic funds transfer for quickest payment. Scheduled for completion September 2011

#### Available Now

- Electronic claims submission to Emdeon with Simply payor ID #27094
- Check member eligibility
- View claims status
- Submit authorizations and referrals
- Access provider directories

Enhancements to the site are ongoing to meet the needs of members and providers. If you encounter any difficulties registering on our website please contact us at (305) 408-5727 or [portal.assist@simplyhealthcareplans.com](mailto:portal.assist@simplyhealthcareplans.com).

### Diabetes Program Announced

Simply Healthcare is pleased to announce that we have partnered with Neighborhood Diabetes, to provide your Simply Healthcare members with all of their diabetic supplies. This Program is absolutely FREE to our members and all supplies will be delivered to their home with no shipping charges.

Please instruct your Simply Healthcare members to contact Neighborhood

Diabetes, toll free at 1-866-784-5647, to enroll in the program and order supplies. Advise them to have your name and telephone number and their Simply Healthcare membership card available when they call. Neighborhood Diabetes will also contact the member and arrange an at-home education visit.

If you have any questions, please do not hesitate to call our Case Management Team at 1-800-887-6888, Ext. 2271, and ask to speak with our Diabetes Case Manager.

## Welcome to the Network

### Quest Diagnostics

Simply Healthcare welcomes Quest Diagnostics to its network of providers effective July 1, 2011. Quest will become the plan's exclusive provider of laboratory services on August 1, 2011. Your patients will benefit from the Quest Diagnostics comprehensive access, convenience, and choice with a broad array of services available at more than 200 patient locations throughout Florida.

If you do not currently use Quest Diagnostics for outpatient laboratory services or have questions about Quest Diagnostics services, test menus, and patient locations, please call 866-MY-QUEST to request a consultation with a Quest Diagnostics Sales Representative. If you have any questions about the change to Quest Diagnostics please call Simply Healthcare at 1-800-887-6888.

### All Children's Hospital

Effective July 1, 2011 Simply Healthcare Medicaid members will have access to a full range of inpatient services at All Children's Hospital in St. Petersburg, Florida. The only specialty licensed children's hospital on Florida's West Coast, services include a minimally invasive pediatric surgery program offering state-of-the-art procedures, outstanding pediatric heart, kidney and bone marrow/stem cell transplant programs, a 28-bed pediatric intensive care unit, a 97-bed neonatal intensive care unit and pediatric heart center with a 22-bed cardiovascular neonatal intensive care unit and more under the care of the hospital's staff and physicians. Founded in 1926, All Children's has grown into a leading pediatric referral center that is dedicated to advancing treatment, education, research and advocacy in child health.

## Important Reminder About Claims Submission

Our goal is to pay claims quickly and accurately. Occasionally claim forms are submitted incorrectly. We have identified an issue that is causing an unnecessary delay in processing some claims. Your assistance is requested to ensure timely processing of claims. Please read and follow the instructions below.

#### On the Claim Form:

1. In column "J" titled "RENDERING PROVIDER ID #" ONLY type in your NPI# (National Provider Identification #). DO NOT put your Tax ID # in that column. Putting your Tax ID. # there will force the system to pend the claim for manual review and cause an unnecessary delay in claims processing.
2. On line 25 at the bottom left side of the form titled "FEDERAL TAX I.D. NUMBER", type in your Federal Tax ID. Number. If you have any questions about claims submission, please contact your Provider Relations Representative.

## Simply Healthcare Quick Reference Guide

**Main Telephone**

1-800-887-6888

**Member Services**

1-800-887-6888, prompt 1

**Provider Services**

1-800-887-6888, prompt 2

Eligibility and Verification, prompt 1  
Health Services, Authorizations and Pre Certifications, prompt 2  
Claims Status, prompt 3  
Provider Operations, prompt 4  
Pharmacy Department, prompt 5

**Grievances & Appeals**

1-800-887-6888

**Eligibility IVR**

1-800-407-0077

**SHP Fraud and Abuse Hotline**

305-408-5718

1-877-253-9251

**Utilization Management Fax for Referrals**

1-800-283-2117

**Pharmacy Department Fax for Prior Authorizations**

305-408-5883

**TDD (For the hearing and speech impaired):**

711 Florida Relay

The following services are coordinated directly by a specific provider, you may contact them directly:

**DentaQuest**

Providers 1-877-468-5581

Members 1-800-964-7811

**Psychcare, Inc.**

1-800-221-5487

305-630-1400

**Quest Diagnostics effective July 1, 2011**

1-866-697-8378

**All-Med Management Systems (DME)**

1-800-393-7024

**Send your Claims to:**

Simply Healthcare Plans, Inc.  
PO Box 21535  
Eagan, MN 55121

Electronic Submission #27094 (Emdeon)

Eligibility, Claim Status, Referral & Authorizations, Provider Directory and Provider Manual can be accessed through the Simply Healthcare Plans website listed below:

[www.simplyhealthcareplans.com](http://www.simplyhealthcareplans.com)

