



December 31, 2024

Important Provider Notice: #493

Subject: Enhanced Care Management (ECM) Unsuccessful Outreach Billing

This important provider notice applies to ECM providers only.

The Department of Healthcare Services requires all managed care plans to reimburse ECM providers for outreach, including unsuccessful outreach attempts that do not result in member enrollment into an ECM program. Effective January 1, 2025, Partnership HealthPlan of California has updated ECM coding and rates to include reimbursement for up to five unsuccessful outreach attempts, per eligible member, per rolling 30-day period.

Using the table below, a claim billed with the appropriate Healthcare Common Procedure Coding System (HCPCS) code based on the provider's staff conducting the outreach (clinical or non-clinical), along with the appropriate modifier (in-person attempt or electronic attempt), should be submitted to Partnership for reimbursement.

ECM Outreach Changes				
HCPCS Code	HCPCS Description	Modifiers	Modifier Description	Conditions
G9008	ECM Outreach In Person: Provided by clinical staff.	U8	Used with HCPCS code G9008 to indicate a single in person ECM outreach attempt for an individual member, for the purpose of enrollment into ECM	Must occur prior to the date of ECM enrollment.
G9008	ECM Outreach: Telephonic/Electronic: Provided by Clinical Staff.	U8, GQ	Used with HCPCS code G9008 to indicate a single telephonic/electronic ECM outreach attempt for an individual member, for the purpose of enrollment into ECM.	Telephonic/electronic methods can include text messaging or secure email individualized to the Member. Mass communications (e.g., mass mailings, distribution emails, and group text messages) do not count as outreach and should not be billed. Must occur prior to the date of ECM enrollment.

G9012	ECM Outreach in-person: Provided by non-clinical staff.	U8	Used with HCPCS code G9012 to indicate a single in person ECM outreach attempt for an individual member, for the purpose of enrollment into ECM	Must occur prior to the date of ECM enrollment.
G9012	ECM Outreach Telephonic/Electronic: Provided by non-clinical staff.	U8, GQ	Used with HCPCS code G9012 to indicate a single telephonic/ electronic ECM outreach attempt for an individual member, for the purpose of enrollment into ECM.	Telephonic/electronic methods can include text messaging or secure email individualized to the Member. Mass communications (e.g. mass mailings, distribution emails, and group text messages) do not count as outreach and should not be billed. Must occur prior to the date of ECM enrollment.

Key Reminders for Submitting ECM Claims for Outreach Attempts

An unsuccessful outreach attempt is defined as an interaction with a referred Partnership member that is **not** yet enrolled in the ECM program.

ECM providers must verify members' eligibility **before** providing any service. Additionally, when checking eligibility on Partnership's Provider Portal, ECM providers must also verify that Partnership members are not enrolled in an ECM program prior to an outreach attempt. An ECM indicator is visible on the member's eligibility record indicating the member's enrolled service type (ECM and/or Community Supports) and the provider's name and phone number of the member's ECM and/or Community Supports service provider.

Unsuccessful outreach attempt claims submitted for Partnership members who are already enrolled in ECM are not eligible for reimbursement and will result in a claim denial.

No more than five unsuccessful outreach attempts will be reimbursed within a rolling 30-day period per eligible member. Each unsuccessful outreach attempt should be billed on a per-visit/service date basis and not by date span. Unsuccessful outreach attempts billed in excess of one per day, five within a 30-day period will be denied.

Partnership's rate for each allowable unsuccessful outreach attempt = \$5.00.

Bill all ECM services, including all outreach attempts, using location code 99 - other place of service.

A treatment authorization request (TAR) is not required for unsuccessful outreaches.

Additional Information on ECM

The policies below can be found on our ECM page at :

<https://www.partnershiphp.org/Community/Pages/Enhanced-Care-Management.aspx>

- MCCP2032 CalAIM: Enhanced Care Management (ECM)
- MCUP3143 Service Authorization Process for Enhanced Care Management (ECM)

For further information regarding this provider notice, please contact the Partnership's Claims Department at **(707) 863-4130**.