

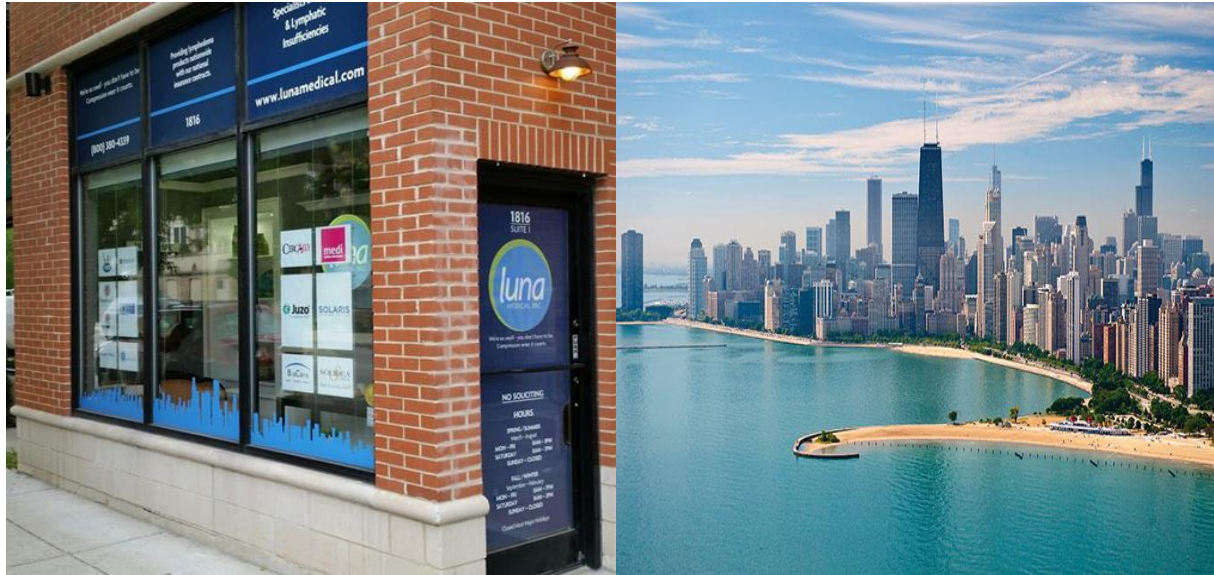
# The KEY to Success for Lymphedema Products and Insurance Coverage



*We're so swell - you don't have to be  
Compression wear it counts!*



# Luna Medical, Inc.



- ❑ Luna Medical, Inc. was established in 1996 in response to a need for a company that provides medical products and education for patients diagnosed with Lymphedema, Chronic Venous Disease and Lipedema.
- ❑ Luna Medical continues to maintain family ownership. From our headquarters in Chicago, Illinois, we continue to service lymphedema patients, lymphedema therapy programs and insurance companies nationwide.
- ❑ Luna Medical has national and regional insurance contracts with commercial insurance payers, insurance networks and self-funded Hospital Healthcare Systems.



Welcome to our Chicago, IL office



# Topics for Discussion

- ❑ Understanding coverage for lymphedema products
  - Commercial insurance payers
  - Federal Employees
  - Medicare
  - Medicare HMO, Supplemental & Secondary
  - Medicaid
  - Self-funded employer groups
  - Tricare
  - Veterans Administration
  
- ❑ Understanding an explanation of benefits for lymphedema products
  
- ❑ Directing patients to ancillary providers contracted In-Network





# How Many Lymphedema Patients?

## 10 Million Lymphedema Cases Estimated in the USA

- ❑ Chronic Venous Disease
  - Venous Stasis Ulcers
  - Postphlebitic Syndrome
  - Deep Vein Thrombosis (DVT)
- ❑ Lipedema
- ❑ Cancer Surgery/Radiation
  - Breast
  - Gynecological: Cervical, Uterine, Vulvar
  - Head & Neck
  - Melanoma
  - Prostate
- ❑ Cellulitis, Lymphangitis
- ❑ Trauma
- ❑ Milroy's, Praecox, Tarda, Klippel-Traunay, Parkers Weber



Lymphatic Education  
& Research Network



# Breast Cancer Survivors and Lymphedema



- ❑ About 1 in 8 U.S. women (just under 12%) will develop invasive breast cancer over the course of her lifetime
- ❑ Breast Cancer Survivors in the United States: 2.9 million
- ❑ Breast Cancer Survivors with Lymphedema estimated at 30%: 870,000



BREASTCANCER.ORG



# Commercial Health Insurance Biggest Health Insurers in the US

- ❑ **UnitedHealth Group (UnitedHealthcare)**

NET SALES: \$130.5 billion

- ❑ **Anthem**

NET SALES: \$74 billion

- ❑ **Aetna**

NET SALES: \$58 billion

- ❑ **Humana**

NET SALES: \$48.5 billion

- ❑ **Cigna**

NET SALES: \$35 billion





# Insurance Companies and Clinical Coverage Policy Bulletins

CIRCAID®



Tactile  
MEDICAL  
HEALING RIGHT AT HOME



SOLARIS  
FREEDOM TO LIVE



# Ancillary Providers - Lymphedema Products

- ❑ DME (Durable Medical Equipment) or O&P (Orthotic & Prosthetic)
- ❑ Licensed and insured to provide medical products use in home
  - Medicare Supplier number
  - Accredited
- ❑ Larger insurance companies
- ❑ Smaller insurance companies



# Expectations from the Ancillary Provider?

- ❑ Verification of Insurance Benefits
- ❑ Insurance Authorizations
- ❑ Obtain Certificates of Medical Necessity (CMN) from Referring Physicians
- ❑ Order Medical Products in a timely manner
- ❑ Handles all Returns, Alterations & Replacements
- ❑ Files Claims to Insurance
- ❑ Files Appeals on Behalf of Patients
- ❑ Consultation with Certified Fitters
- ❑ Maintains Patient Records
- ❑ Provide Custom and Non-Custom Lymphedema Products
- ❑ Contracted IN-NETWORK with Patient's Insurance Company
- ❑ An Honest Provider that Truly Cares about the Well Being of Lymphedema Patients.....a Partner and Advocate for their Lifetime Needs!



# Ancillary Providers - Lymphedema Products

It's not just a one time order, the relationship between a trusted ancillary provider and a lymphedema patient is for LIFE!



- ❑ Elastic, daytime support every 4-6 months; sets for wash and wear
- ❑ In-elastic & non-elastic daytime/nighttime wraps/garments every 6-12 months
- ❑ Lymphedema pumps every 5 years
- ❑ Decongesting short stretch garments covered for treatment
- ❑ Bandages are unlikely a covered benefit



# What About Internet Companies?

- ❑ NOT licensed, insured and contracted as DME or O&P companies
- ❑ CANNOT bill insurance companies
- ❑ ANCILLARY PROVIDERS can also have internet stores offering private pay pricing





# Understanding Insurance Benefits

- ❑ MONTHLY PREMIUM
- ❑ DEDUCTIBLE
- ❑ COINSURANCE
- ❑ OUT-OF-POCKET EXPENSE LIMITATION
- ❑ CO-PAYMENTS



# Understanding Insurance Plans

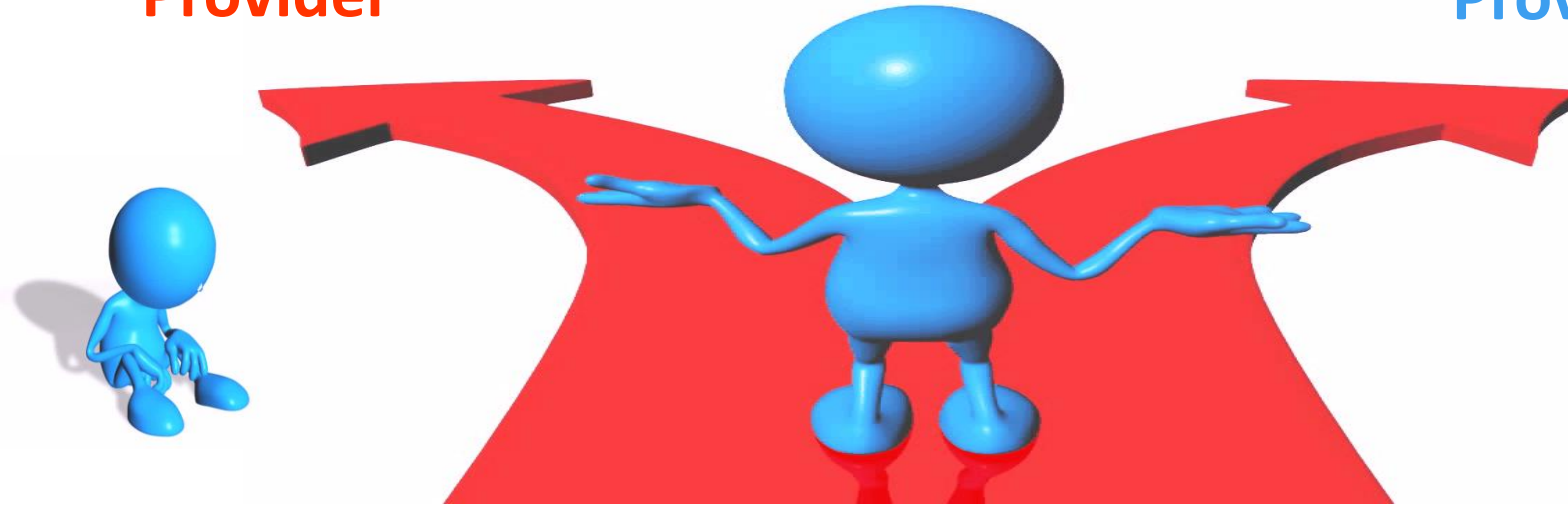
- All three types of plans have elements of Managed Care
  - PPO - Preferred Provider Organization
  - HMO - Health Maintenance Organization
  - POS - Point of Service



# What Can Happen When I Use an “Out of Network” Provider?

**Out of-Network  
Provider**

**In-Network  
Provider**



INDIVIDUAL BENEFITS	IN-NETWORK	OUT-OF-NETWORK
<b>EXAMPLE: HMO</b>		
DEDUCTIBLE	ZERO	NONE
OUT-OF-POCKET	ZERO	NONE
PERCENTAGE	100%	NONE

INDIVIDUAL BENEFITS	IN-NETWORK	OUT-OF-NETWORK
<b>EXAMPLE: PPO OR POS</b>		
DEDUCTIBLE	1,500	7,500
OUT-OF-POCKET	2,500	10,000
PERCENTAGE	80%	60%



# Have a Menu to Navigate your Referrals

## PROVIDER 1

BCBS IL  
BCBS FEDERAL  
CIGNA HEALTHCARE  
HUMANA  
PRIVATE PAY  
TRICARE  
UNITED HEALTHCARE

## PROVIDER 2

AETNA



## PROVIDER 3

MEDICAID IL



# INSURANCE COMPANY PAYS ZERO

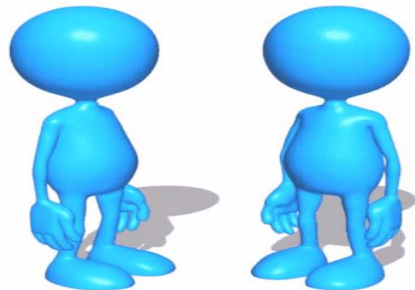
*The insurance company is getting away with NOT paying for compression products that I'm entitled to under my insurance policy.....*





# Explanation of Insurance Benefits

- ❑ Ancillary provider verifies insurance benefits
- ❑ Provides details to therapist and patient
  - Confirms if they are In-Network
- ❑ Lymphedema Therapist and patient discuss product options clinically efficacious for home management



# Stocking Exclusions

- ❑ Stockings exclusion on policy.
  - Patient must pay out of pocket
- ❑ Benefits unclear about stocking coverage - Predetermination of benefits
- ❑ Plans with stocking exclusions, still have coverage for in-elastic leg wraps



# Fully Insured Versus Self Funded Health Plans

- ❑ Fully Insured Health Plans
- ❑ Self Funded Health Plans
  - Large employer groups
  - Third Party Administrators (TPA's)
- ❑ Similar terms for eligibility and covered benefits
- ❑ Difficult getting lymphedema products covered
  - NAVIGATE your way to the Human Resources Department (HR)



# Flex Spending & Health Savings Accounts

## ❑ Medical/Health Flex Spending Account

- Job-based health plans
- No taxes
- Co-payments, coinsurances, deductibles
- **Medical compression products**
- Not for insurance premiums
- Up to \$2,550 each year
- “Use it or lose it”
- FSA debit cards (Flexcards)



ARE YOUR  
BENEFITS  
ABOUT TO  
EXPIRE?



# Don't Let the Jokers Run Wild!



- ❑ Provider is not clearly stating if they are contracted In-Network
- ❑ Provider states “products not covered”
- ❑ Patients offered private pay pricing

**THE SAD REALITY IS THAT THE PATIENT ACTUALLY HAD COVERAGE!**





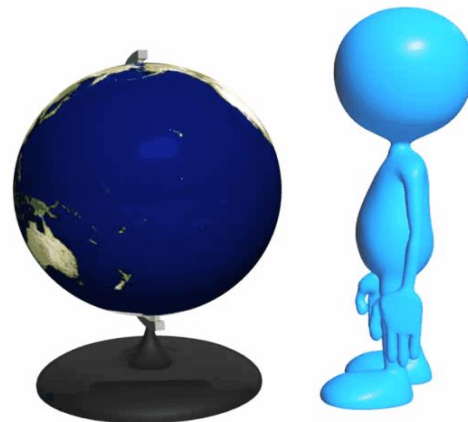
# BlueCross and BlueShield Association

- ❑ “A national federation of 36 independent, community-based and locally operated Blue Cross® and Blue Shield® companies”
- ❑ Owns and manages Blue Cross and Blue Shield trademarks
- ❑ Grants licenses to independent companies to use trademarks and names in exclusive geographic areas
- ❑ Provide coverage to more than 105 million people – **one-third of all Americans**
- ❑ <http://www.bcbs.com/about-the-association/>



# BCBSA & The Federal Employee Program

- ❑ Blue Cross and Blue Shield companies enroll in FEP
- ❑ 5.3 million federal government employees, dependents and retirees
- ❑ Federal policies have an R in front of the identification number
- ❑ An ancillary provider can have a national contract



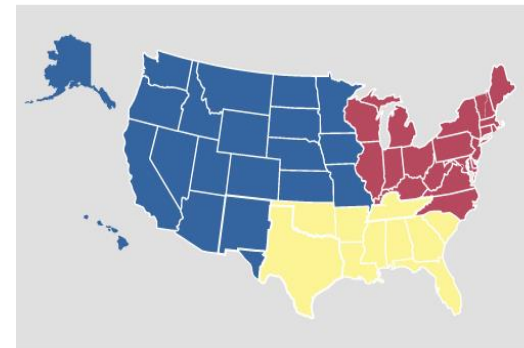
# BlueCross and BlueShield Association

- ❑ MULTI-STATE BLUE CROSS AND BLUE SHIELD COMPANIES
  - Anthem - CA, CO, CT, GA, IN, KY, ME, MO, NV, NY, OH, VA, WI
  - Cambia Health Solutions - ID, OR, UT, WA
  - CareFirst - DC, MD, VA
  - Health Care Services Corporation - IL, NM, MO, OK, TX
  - Highmark - PA, DE, WV
  - Premera - AL, WA
  - Wellmark - IO, SD
  
- ❑ SINGLE STATE OR REGIONAL BLUE CROSS AND BLUE SHIELD COMPANIES
  
- ❑ An ancillary provider must be contracted directly with each BCBS company



# Military Health System - Tricare

- ❑ US Uniformed Service & National Guard/Reserve members - active, retired and families:
  - Army/Army Reserve/Army National Guard
  - Air Force/Air Force Reserve/Air National Guard
  - Navy/Navy Reserve
  - Marine Corps/Marine Corps Reserve
  - Coastal Guard/Coastal Guard Reserve
  
- ❑ Managed by US Dept. of Defense
  
- ❑ 3 Regions:
  - North - Health Net Federal Services, LLC
  - South - Humana Military Services, Inc.
  - West - UnitedHealthcare



# Veterans Health Administration (VHA)

- ❑ US members that served in:
  - Active military
  - Naval service
  - Air service
  
- ❑ Lymphedema product coverage
  - Local ancillary provider
  - VA hospital O&P dept. (order directly from manufacturer)
  
- ❑ US Dept. of Veterans Affairs led by Under Secretary of Veterans Affairs for Health
  
- ❑ VA operates largest health care system in US:
  - 155 hospitals
  - 900 outpatient clinics
  - 135 nursing homes



# Medicare

- ❑ A federal health insurance program administered by US Federal government
  - Centers for Medicare and Medicaid Services (CMS)
  
- ❑ Provides health insurance to:
  - Americans aged 65 and older
  - Blind or disabled individuals
  
- ❑ Medicare does not pay for lymphedema medical products
  - Compression supplies not classified in benefit category
  - CMS cannot add or redefine benefit categories
  - Congress does, hence the need for legislation
  
- ❑ Medicare Replacement HMO Policies - follow Medicare guidelines



# Medicare

The Lymphedema Treatment Act (LTA) was introduced to congress in 2010 to amend Medicare statute to allow for coverage of compression supplies.

<http://lymphedematreatmentact.org/about-the-bill/>





# Medicare Supplemental Insurance Versus Medicare Secondary Insurance

- ❑ **MEDICARE SUPPLEMENTAL INSURANCE** - **individual** health insurance policies
  - Medigap to supplement primary Medicare insurance
  - Medicare 80% & Medigap 20%
  - Offered by commercial carriers
  - Medicare does not pay, Supplemental Plan will not pay
  
- ❑ **MEDICARE SECONDARY INSURANCE** - **group** health insurance policies
  - Supplement primary Medicare insurance
  - Offered by employer as retirement benefit
  - Large employer groups, Tricare members, state/government employees and unions



# Medicare Secondary Coverage

- ❑ Ancillary provider - Contracted In-Network with Secondary insurance
- ❑ Files for Medicare denial
- ❑ Files Medicare denial to Medicare SECONDARY
- ❑ Secondary Insurance picks up as Primary Payer
  - Subject to deductible and/or coinsurance



# Women's Health & Cancer Rights Act of 1998 (WHCRA)

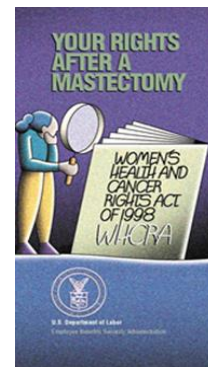
- ❑ Federal law passed for group health plans provided by private employers
- ❑ Required coverage for mastectomy
  - Reconstruction of the breast; other breast for symmetry
  - Prosthesis
  - “Treatment of physical complications secondary to a mastectomy, including lymphedema”

Formal complaints to Dept. of Labor

<https://www.askebsa.dol.gov/WebIntake/Home.aspx>

Pamphlets

<https://www.dol.gov/ebsa/publications/whcra.html>



# State Insurance Commissioner

- ❑ A public official (insurance commissioner) and staff in executive branch of a state to regulate insurance industry:
  - Approval of insurance rates
  - Periodic financial examinations of insurers
  - Licensing of companies, agencies, agents, and brokers
  - **Monitoring and regulating claims handling**

Your State Insurance Commissioner's office

[www.naic.org/state\\_web\\_map.htm](http://www.naic.org/state_web_map.htm)



# Luna Medical Can HELP!

- ❑ There are very few providers for lymphedema products that are contracted In-Network with insurance companies. We have national insurance contracts and exceptional service
- ❑ We see patients for fittings in our Chicago, IL office and have fitters in other markets
- ❑ We accept measurements from Lymphedema Therapists



# Luna Medical Insurance Contracts

Anthem Blue Cross – **California**  
Anthem Blue Cross and Blue Shield – **Colorado**  
Anthem Blue Cross and Blue Shield – **Connecticut**  
Blue Cross and Blue Shield of **Georgia**  
Blue Cross and Blue Shield of **Illinois**  
Anthem Blue Cross and Blue Shield – **Indiana**  
Anthem Blue Cross and Blue Shield – **Kentucky**  
Anthem Blue Cross and Blue Shield – **Maine**  
Anthem Blue Cross and Blue Shield – **Missouri**  
Anthem Blue Cross and Blue Shield – **Nevada**  
Anthem Blue Cross and Blue Shield – **New Hampshire**  
Empire Blue Cross Blue Shield – **New York**  
Anthem Blue Cross and Blue Shield – **Ohio**  
Anthem Blue Cross and Blue Shield – **Wisconsin**  
Blue Cross and Blue Shield FEDERAL – **United States**  
Cigna Healthcare – **United States**  
Humana – **United States**  
Tricare – **United States**  
United Healthcare – **United States**

Also contracted with insurance networks and self-funded hospital healthcare networks: CareCentrix, NALC, MultiPlan and more



# Patient Advocacy

- ❑ Physical Complications of Lymphedema
- ❑ Psychological Realities of Lymphedema
- ❑ Financial Investment for Treatment
- ❑ Financial Investment for Home Management Products



*When 'I' is replaced by 'WE' even ILLNESS turns into WELLNESS!*

*Charles Glassman, MD*





# “The Commitment” to our Lymphedema Community

- ❑ A Community of Support and Lymphedema Awareness
- ❑ Therapists are confident in measuring patients for ready to wear and custom lymphedema products
- ❑ Direct patients to ancillary providers contracted “in-network” with the insurance company



# Luna Medical Can HELP!

- Measuring patients for lymphedema products is not rocket science.
- It's all about landmark measurements and the pull of the tape.



# Measuring Videos and Workshops Available from Manufacturers



# NLN & Marilyn Westbrook Fund



Every year, the Marilyn Westbrook Garment Fund (MWGF) helps many patients who do not have the means to buy their own garments. The garments give our patients the hope that they need to continue to live and make positive steps in their lives. We rarely turn down an application and try our best to help all patients in need. The many thanks we receive from our patients are reward enough for continuing the MWGF

# The Patient Advocacy Team at Luna Medical

If you have any questions or need assistance with a patient referral, contact our corporate headquarters at #1-800-380-4339 to speak with one of our Patient Care Specialists or email us at [customerservice@lunamedical.com](mailto:customerservice@lunamedical.com)

## DIRECTORS

**Marianne Luh**  
CEO / Founder

Director of Insurance Contracting  
National Educator/Fitter  
[mluh@lunamedical.com](mailto:mluh@lunamedical.com)

**Curtis Bumgarner**  
COO / President

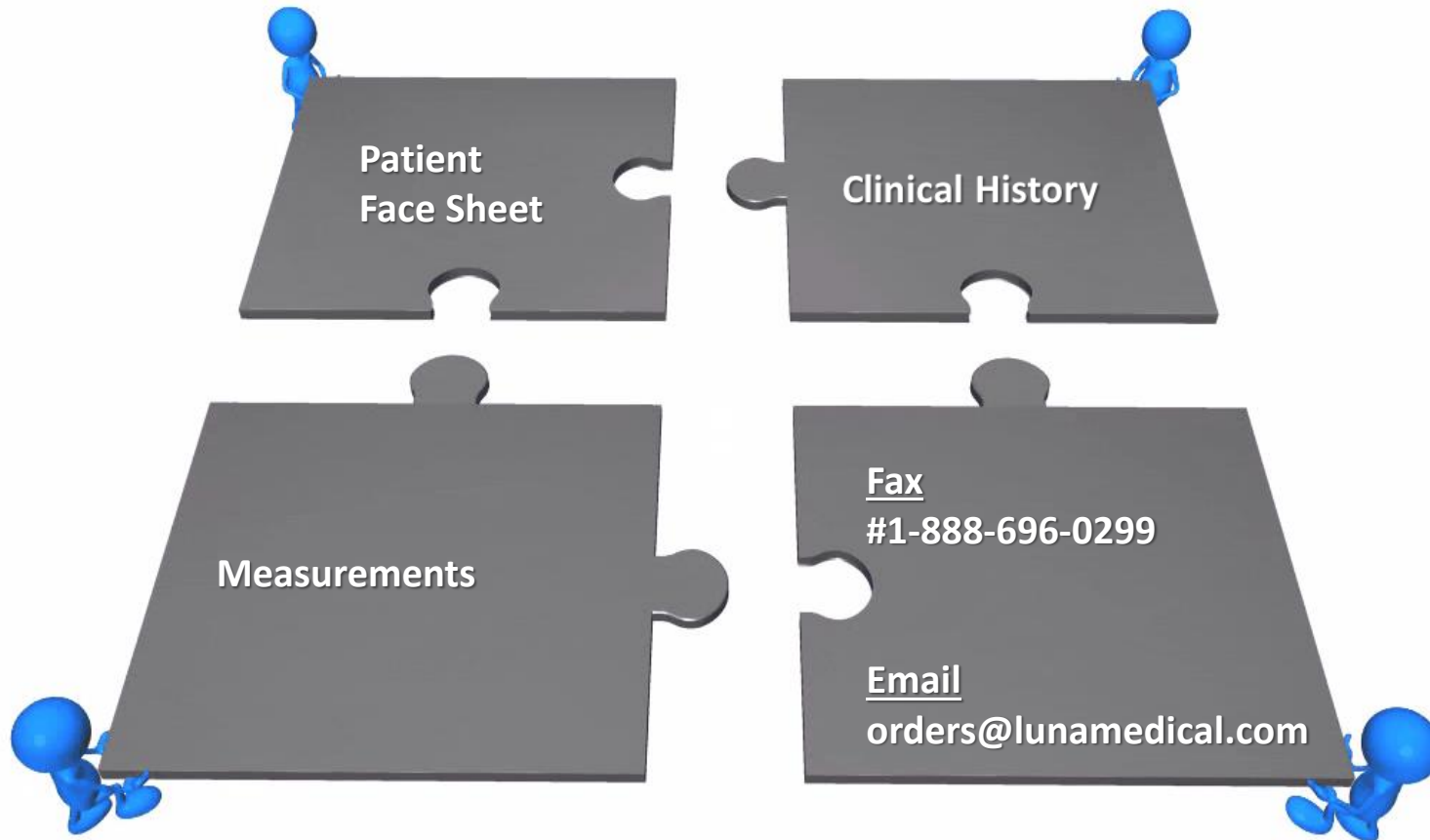
Director of Day to Day Operations  
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**Andrew Cookson**

Director of Customer Service & Billing  
[acookson@lunamedical.com](mailto:acookson@lunamedical.com)



# Referrals are Easy for Lymphedema Therapists!



*Note: Luna Medical, Inc. is licensed, insured and accredited by The Joint Commission as a durable medical equipment company, servicing patients nationwide. We practice all measures to protect your personal and private health information (HIPPA). Thank you.*



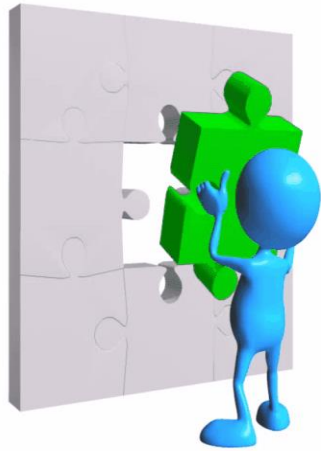
# Measurement Forms from Manufacturers

The last piece of the puzzle...

All Measurement Forms from the manufacturers can be accessed on our website:

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

All forms are continually updated so you always know what options are available to avoid delays in order placement and delivery.





# Referrals are Easy for Lymphedema Patients!

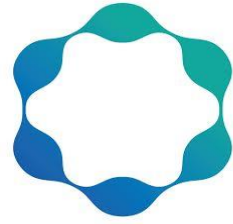
Access our Luna Medical Referral Form Packet available on our website at [www.lunamedical.com](http://www.lunamedical.com)

Patients can also complete demographics, referring physician, brief clinical history and Notice of Privacy Practices on our mobile app. All information is encrypted. We are JCAHO accredited and your personal information is always safe with Luna.



*We're so swell - you don't have to be  
Compression wear it counts!*





## Lymphatic Education & Research Network

LE&RN - Lymphedema Education & Research Network  
<http://lymphaticnetwork.org/>

Lymphatic Education & Research Network (LE&RN) is a nonprofit organization founded in 1998 to fight lymphatic disease and lymphedema through education, research and advocacy.

Academy-Award winning actress Kathy Bates, who is the national spokesperson for the Lymphatic Education & Research Network, speaks with researchers gathered at NIH about her experience living with lymphedema.  
<https://www.youtube.com/watch?v=NUN7YYYwnbs>



# The KEY to Success for Insurance Coverage and Lymphedema Products



*I hope you found this presentation resourceful and educational to provide you with a clear understanding of insurance coverage for lymphedema medical products.*





# Thank you for your Time!



# Luna Medical Hope

