



Weight Management Program

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.

Problem Statement:

West Virginia is among the top states in the incidence of obesity, diabetes, hypertension, metabolic syndrome, and heart disease. PEIA members, like their fellow citizens, 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 necessary lifestyle changes to lessen their risk factors and improve their fitness levels while working towards a healthy weight.

In July of 2004, PEIA initiated the Weight Management Pilot program with a single site. Now a covered benefit, the service is available at over 60 fitness facilities across West Virginia. Elements of this benefit include:

- nutritional counseling services provided by registered dietitians licensed in West Virginia;
- fitness services provided by exercise physiologists and personal trainers;
- access to appropriately equipped facilities; and
- 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 nutrition, fitness and behavioral services offered by this program.

Effective July of 2013, PEIA enhanced the benefit to allow a second attempt per lifetime access to the service.

Effective September 1, 2013, prior participation in the Dr. Dean Ornish Program for Reversing Heart Disease is no longer a barrier to participation in the PEIA Weight Management Program.



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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 the program due to medical reasons are allowed to resume the program when they have a medical release. In cases where there has been a long absence they start from the beginning with 12 months remaining. Participants who have ceased their program participation for other reasons may resume the program after a 12 month period, starting over from the beginning with a maximum time limit remaining of one year. In situations where the participant is starting over they may switch facilities if the facility is accepting new participants.

Eligibility and Access

Effective July 1, 2011, the PEIA Weight Management Program is available to individuals who have a Body Mass Index of 25 or greater; OR a waist circumference of 35 inches or greater if a woman; OR 40 inches or greater if a man.

Members are deemed to be ineligible if:

- they had bariatric or lap band surgery in the year 2005 or since. Those who have had such surgery prior to this period will be considered on a case by case basis with careful review of previous operative reports and medical history;
- they have exhausted their twice per lifetime benefit;
- their physician or nurse practitioner does not release them to safely participate.

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 for either the remainder of attempt one or attempt two, whichever is more generous.

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

Enrollment

Interested PEIA members may enroll by either calling 1-866-688-7493 or by using the web based enrollment application on the PEIA website (www.peia.wv.gov). 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: a participant consent form; a physician/nurse practitioner release form.



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Services Offered

The PEIA Weight Management Program provides nutritional, exercise and behavioral services from recognized professionals within their fields. PEIA has developed a specific schedule of services that is premised upon initial individualized assessments and follow ups by the dietitian and exercise physiologist with training services provided by the personal trainer. Services are most intense during the first six months of the program with encouragement provided to participants to continue attendance for at least that time period so as to achieve the best results and a greater likelihood of incorporating new behaviors as part of their routine regimen.

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 hours notice for any cancellations or agree to pay for a missed appointment;
- to pick one participating facility;
- to exercise at the facility a minimum of twice, preferably three times weekly;
- to cooperate with the monthly measurements taken at the facility;
- to pay the facility copayment when due;
- to notify their phone coach if they are experiencing problems which are interfering with their participation;
- to keep a food journal to be reviewed by program staff; and
- to show courtesy and mutual respect to program staff and fellow participants.

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 program services when due; to utilize the recognized nutrition and exercise professionals for the specified services as delineated to them by PEIA; to offer reasonably accessible hours of operation; to utilize PEIA's web based system for data entry and reporting on each PEIA participant; to collect member copayments when due; to maintain the equipment and facility in a safe manner; to have a functioning and an accessible Automated External Defibrillator the facility at all times; to notify PEIA of any change in personnel; to comply with the privacy requirements of the Health Insurance Portability and Accountability Act; to utilize the designated CAMC Health Education and Research Institute (CHERI) representative for the purposes of claims submission to HealthSmart Third Party Administrators; to communicate with the phone coaches as needed regarding participant progress or obstacles; and to provide services in a sensitive, non-



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discriminatory manner to all program participants. Additionally, sites are encouraged to attend periodic training sessions held by PEIA.

Reimbursement

Effective July 1, 2011 the PEIA fee schedule for the Weight Management Program will change. From that time forward, PEIA will pay only for the services of the required program professionals (exercise physiologist, personal trainer and registered and licensed dietitian.) The member copayment of \$20 per month (effective July 1, 2011) shall serve as the payment for facility access. Providers are provided the fee schedule as well as advance notice of any associated updates.

Telehealth services

Given the rural nature of our state, it will not always be possible to have a single weight management site that can solely offer all necessary services. Therefore, PEIA will permit the use of video conferencing or other approved telehealth delivery models. (For example: No participating dietitian available to the site. Therefore, the dietitian's services are offered through video conferencing from a remote location.) In no case is it permissible that telephone consultations will be approved.

Children and Adolescents

PEIA recognizes the need for specialty care programs designed to meet the needs of overweight children and their families. As our weight management efforts are less developed for children, we will continue to work with the provider community in the pursuit of options for children that are age appropriate and inclusive of the family unit.

PEIA is utilizing the U.S. Centers for Disease Control and Prevention growth charts which define Body Mass Index for age as greater than or equal to the 95th percentile as overweight and BMI for age of greater than or equal to 85th percentile as at risk for overweight.

Children defined as overweight and children defined as at risk of overweight with complications will be eligible for PEIA's weight management benefit. For the purposes of this policy, complications are defined as: hypertension, dyslipidemia, orthopedic disorders, sleep disorders, gall bladder disease, and insulin resistance. No distinction is made between the levels of service for children.

As adult models for weight management are largely ineffective for children, PEIA will consider weight management programs for children on a case by case basis. It is encouraged that providers address:



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- how they will involve family units;
- physical activities that specifically appeal to children and fit their lifestyles;
- mechanisms for sustainability;
- models that can be replicated.

Child based program 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

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

97803 Medical Nutrition Therapy; re-assessment and intervention, individual, face to face with the patient, each 15 minutes (See RBRVS facility based).

For in office exercise physiologists:

S 9449 Weight management sessions, non physician provider, per session.

Bill in 15 minute increments as one unit. Effective July 1, 2011 the PEIA fee allowance is \$15.00 (\$60 per hour). Provides for individualized fitness assessments and fitness plans.

For personal training services

S 9451, exercise classes by non physician, to be provided by certified personal trainer of up to three participants for the purposes of training; OR group exercise classes such as zumba, kettle balls, 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. This service can also include participant measurements and consultation, \$10.00 per 15 minute increment.

Telemedicine coding and claim requirements

HCPCS Code Q3014 Telehealth originating site facility

Modifier - GQ Via asynchronous telecommunications system

Modifier -GT Interactive audio and video telecommunications system

Other Provider requirements



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Providers who have repeatedly been placed “on hold” (meaning referrals have ceased) 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.

Providers who purposely confuse interested members by soliciting their membership prior to receiving their referral are violating PEIA policy. Additionally, encouraging those individuals who are known to be program applicants to join and start working out at their facility PRIOR to program approval and a baseline exercise physiologist assessment, are endangering participants. This constitutes grounds for dismissal from the program.

Providers are discouraged from marketing extraneous services to PEIA members which are not a part of the weight management program. Such services include: DEXA scans, boot camps or other physical activity add-ons, or additional lab work not required by the program. Orientation sessions are not covered as a billable service nor may they substitute for a registered dietitian visit. Meal supplements may be used but cannot be a required part of the program.

N/A

3. PROCEDURES

N/A

4. AUTHORITY/REFERENCE

N/A

5. ASSOCIATED FORMS

N/A
