



# Independence Medical Group Newsletter

July 2009  
Volume 5, Issue 1

## Time Flies By!

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Happy 4th Of July!!!

A Special Remembrance

July 1st marks a special date for all of us here at IMG. It is our 5th Anniversary with Kern County Medical, and our 9th Anniversary of providing medical services in Kern County.

During these times of economic unpredictability, one thing is certain.....your efforts, hard work and continued support make a difference

in the lives of your patients. Your team's focus and determination is truly remarkable.

Each collaborative effort has the potential to not only greatly impact our business relationships, but also impact the community, the region, and the world.

From all of us here at IMG, we are honored to work along with you and your staff.

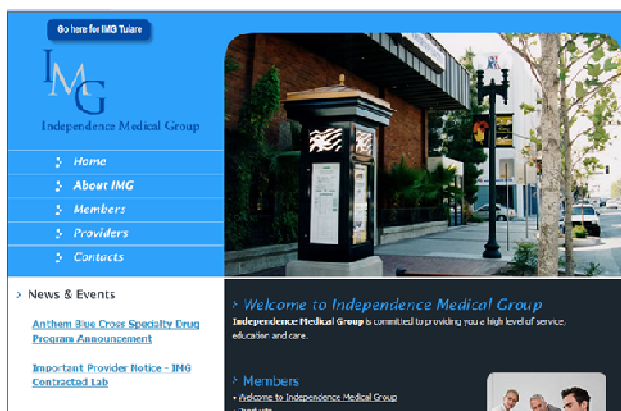


## Laboratory Services

A little reminder. Unless alternative arrangements have been made with your office, all lab work for IMG members must be sent to our contracted lab vendor, Unilab/Quest Diagnostics.

Quest Diagnostics has three convenient locations in Bakersfield (3535 San Dimas #16, 2021 22nd St., and 2001 17th St.). Please refer to your Provider Roster for a

complete listing of locations. Your patients will need a completed test order (requisition or prescription). Test order forms are available by contacting Jeremy at (805) 765-7828, or visit their website at: [www.questdiagnostics.com](http://www.questdiagnostics.com). Quest Diagnostics does not perform TB skin tests. If you are a PCP that does not provide this service in your office, please call Alex Sanchez at (661) 477-2814.



## IMG Website

Independence Medical Group encourages you to visit our website daily. [www.indmedgroup.com](http://www.indmedgroup.com). You will find important and time sensitive information about our products, news and events. If you have any questions about the website, please contact Alex Sanchez at (661) 477-2814.



## Health Net Provider Updates

The Medi-Cal Managed Care Division (MMCD) of DHCS has launched an emergency room health education campaign. The target of this study is to reduce the rate of avoidable ER visits. This will be achieved by working closely with twenty-two Medi-Cal managed care health plans. To read more about this exciting campaign, please see the Health Net Provider Update attachment.

Also, please see attached a very important update regarding Interpreter Services made available by Health Net for members and providers.



*Emergency Room  
Health Education  
Campaign*

## Speed News

### Training Schedules

CERECONS offers online training every Thursday of the month. If you have new staff members who are in need of training, you may log into CERECONS University and request training by sending an email to: [support@uius.com](mailto:support@uius.com).

### Claims Submission Quick Tips

IMG works with Office Ally for electronic claims submission. If you are not using e-claims, please forward your paper claims to P.O. Box 1560, Bakersfield, CA 93302.

### Referral Submission

Referrals may now be submitted electronically through [www.cerecons.com](http://www.cerecons.com). If you need training on how to submit referrals electronically, please contact Alex Sanchez at (661) 477-2814.



## Provider Spotlight — Dr. Rajeev Krishan

Independence Medical Group is happy to welcome Dr. Rajeev Krishan to our family of specialists. He graduated from Lucknow India and completed his internship and residency in Gastroenterology at Lincoln Medical and Mental Health Center in New York, N.Y. Dr. Krishan may be reached at (661) 735-3915 or at his new location at 9900 Stockdale Hwy., Suite 208; Bakersfield, CA 93311.



*Rajeev Krishan, M.D.  
Specializing in Diseases of Esophagus, Stomach,  
Colon, Pancreas and Liver*



## Happy 4th Of July!!!!

As you celebrate the upcoming anniversary of our nation's independence, please remember to do so safely, for you and for your fellow Americans.

And if you haven't already done so....check out our website, [www.indmedgroup.com](http://www.indmedgroup.com), for our annual Independence Day Trivia Contest.

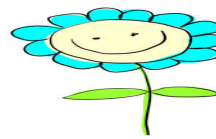
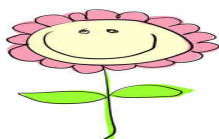
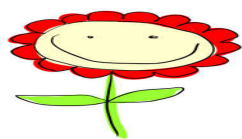


A Special Remembrance  
Emmaleigh Dawn Ross  
2/8/07 — 5/13/09



On May 13, 2009, this sweet little angel was called home to God. Though too young to be in the work force, Emmaleigh was an honorary member of the IMG Family by virtue of her Aunt, Kristy Svenson.

Kristy would like to take this opportunity to say thank you to everyone who has been so supportive during this very difficult time.





## Emergency Room Health Education Campaign

The state of California Department of Health Care Services (DHCS) Medi-Cal Managed Care Division (MMCD), in collaboration with 22 Medi-Cal managed care health plans, is conducting an emergency room (ER) health education campaign. The purpose of the campaign is to raise awareness about avoidable ER use and to reduce the rate of avoidable ER visits. The target goal of the campaign is a 10 percent reduction in ER use for ambulatory care for non-emergency conditions over the next three years. The health education campaign targets children ages one through 19, since 74 percent of avoidable ER visits are due to symptoms associated with upper respiratory infections (URIs) in this age group.

### POSTERS AND BROCHURES AVAILABLE IN ENGLISH AND SPANISH

The collaborative ER health education campaign team developed a poster and a brochure in English and Spanish to instruct members to contact their primary care physician (PCP) or their health plan's advice line for information regarding non-emergency conditions. These materials were designed for customization to allow individual health plans to add their plan logos and providers to include their contact information and office notes as appropriate. Health Net's Healthcare Effectiveness Data and Information Set (HEDIS®) outreach team is distributing the ER posters and brochures to all Health Net participating offices throughout the months of April, May and June 2009.

Health Net requests that participating physician groups (PPGs) and PCPs participate in the following ways:

- Hang the posters in high-traffic areas visible by members, particularly in exam rooms, as a reminder to discuss access to care for minor acute illnesses
- Provide members, particularly mothers of young children, with a copy of the brochure, including contact information, such as PCP name, office telephone number and office hours on the back
- Educate members to contact or visit the appropriate after-hours urgent care center for non-emergency medical conditions
- Educate members about who to contact during office closure hours
- Complete the blank page on the back of the brochure at the time of a routine or minor illness visit, particularly providing verbal and written advice regarding fever management

To request additional copies of the posters and brochures, providers should visit the Health Net provider Web site at [www.healthnet.com/provider](http://www.healthnet.com/provider) and download a copy of the Health Education Materials Order form located in the Forms section of the Provider Library. Completed forms should be faxed to the Health Net Health Education Department at (800) 628-2704. Providers may also contact the Health Net Health Education Department by telephone at (800) 804-6074, to request additional copies.

### THIS UPDATE APPLIES TO:

- Physicians
- Participating Physician Groups
- Hospitals
- Ancillary Providers

### LINES OF BUSINESS:

- HMO/POS
- PPO
- EPO
- AIM
- Healthy Families (HMO/EPO)
- Healthy Kids (HMO/EPO)
- Medicare Advantage (HMO/PPO)
- Medi-Cal
  - Fresno
  - Kern
  - Los Angeles
    - Molina
  - Orange
  - Riverside
  - Sacramento
  - San Bernardino
  - San Diego
  - Stanislaus
  - Tulare

### PROVIDER SERVICES

(800) 675-6110  
[www.healthnet.com](http://www.healthnet.com)

### NATIONAL PROVIDER COMMUNICATIONS

[provider.communications@healthnet.com](mailto:provider.communications@healthnet.com)  
healthnet.com  
fax (800) 937-6086

# HEALTH NET INTERPRETER SERVICES

## LANGUAGE SUPPORT LINE

EPO, HMO, POS, and PPO

**(800) 522-0088** (8:00 a.m. to 6:00 p.m.)

**(800) 546-4570** (6:00 p.m. to 8:00 a.m.)

AIM, Healthy Families and Healthy Kids

**(888) 231-9473**

Medi-Cal

**(800) 675-6110**

**This service is provided to participating providers and members at no cost to ensure that they have access to:**

- Qualified interpreters trained on health care terminology and a wide range of interpreting protocols and ethics
- Support to address common communication challenges across cultures



Health Net®