BlueCross BlueShield of Illinois

*Opti*Net® Assessment Process
Frequently Asked Questions

1. Q: What is *Opti*Net?

A: ***Opti****Net* is an online tool developed by American Imaging Management® (AIM®) to collect and assess modality-specific data. The ***Opti****Net* assessment process has been implemented as an enhancement to our current Radiology Quality Initiative (RQI) program, which AIM administers for Blue Cross and Blue Shield of Illinois (BCBSIL). Areas of assessment include facility qualifications, technician qualifications, accreditation, and equipment. This information is used to determine conformance to industry-recognized standards, including those established by the American College of Radiology (ACR) and the Intersocietal Accreditation Commission (IAC).

2. Q: Who should complete the *Opti*Net assessment?

A: Completion of the ***Opti****Net* assessment is very important for providers who perform high-tech imaging services such as Computed Tomography (CT/CTA), Magnetic Resonance (MRI/MRA), Nuclear Cardiology and Positron Emission Tomography (PET) for BCBSIL members.

Providers of low-tech imaging services (X-ray, ultrasound, echocardiography and mammography) also should complete the assessment.

3. Q: Why does BCBSIL conduct the *Opti*Net assessment?

A: Assessment results help establish accurate and current information about the capabilities of participating imaging facilities and providers. This enhancement supports quality and transparency initiatives at BCBSIL, in our continued effort to implement solutions that help support better informed decisions about care and services for BCBSIL members.

4. Q: What does the *Opti*Net assessment entail?

A: All providers who perform the diagnostic imaging services noted in Question 2 should submit a completed assessment for the modalities they offer using AIM's online ***Opti****Net* tool. Providers will be asked to submit information in areas such as: staffing credentials/certifications, equipment specifications, quality assurance programs and policies, and accreditation statuses. So that you may be better prepared to complete the online assessment, a Registration Information Checklist is available in the Education and Reference Center/Provider Tools section of our website at bcbsil.com/provider.

5. Q: How and when may I access the *Opti*Net assessment?

A: The *OptiNet* assessment is available at americanimaging.net/goweb. Registration is required prior to accessing the assessment. This online tool will allow you to complete the assessment at your convenience; it can be started, stopped and saved as necessary.

6. Q: How will I know if I have submitted everything necessary for my assessment to be considered complete?

A: Once the ***Opti****Net* assessment has been submitted through AIM, your office will receive an email from AIM detailing your status and a registration number. If you have submitted all the required information, this email will confirm completion. If AIM requires further information to accurately assess your site, an email will be sent to you indicating that AIM will contact you for additional follow up.

7. Q: How can I view my assessment results?

A: Once the assessment process has been completed, you may log on to the ***Opti****Net* tool at americanimaging.net/goweb to review your scorecard and related reference documents.

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8. **Q: What does BCBSIL do with the information collected in this assessment?**
A: For advanced diagnostic imaging services (CT/CTA, MRI/MRA, Nuclear Cardiology, PET), the information collected is used to develop a score for each registered modality. Modality scores are displayed in the Provider Selection component of the RQI process through AIM. Ordering physicians may choose a servicing provider from AIM's online directory based on the modality score, average allowed payment amount for the procedure (based on the professional and technical components of previously billed services), and distance from a particular member's home. All facilities, including those that are already ACR or Joint Commission accredited, need to complete their data to have their site included in AIM's online directory.

For low-tech imaging services (X-ray, ultrasound and echocardiography), the information collected is used to develop a score for each registered modality; however, modality scores for low-tech services are not made available to ordering physicians. A modality score for mammography is not generated.

9. **Q: How often will I be asked to participate in this assessment process?**
A: Providers will receive an email notification from AIM when their assessment information is expiring. If changes to provider capabilities occur prior to this time (e.g., new equipment), they may update their information using the ***Opti****Net* tool at any time.

10. **Q: We have a mobile provider who comes into our office two days a week to provide imaging services. They provide both the machine and technologists. Who should fill out the assessment?**
A: If your office bills the imaging claims, you need to complete the assessment as it relates to the staff and the safety of the office environment (appropriate signage, quality assurance processes, etc.). You should coordinate with your mobile provider to obtain the appropriate information on sections pertaining to the equipment and technologist(s) used by your facility.

If the mobile unit bills BCBSIL under their own NPI, they would be responsible for filling out the site assessment.

11. **Q: What if a new physician or technologist joins my practice after the assessment process for my site is complete?**
A: If a new physician or technologist joins your practice, you may log in to the ***Opti****Net* application at americanimaging.net/goweb and add the physician/technologist to the list of physicians/technologists associated with your site. You should make updates within the ***Opti****Net* application as needed, or at least on a quarterly basis.

12. **Q: What if our site purchases new equipment?**
A: You may log in to ***Opti****Net* at americanimaging.net/goweb and add the specified information for the new piece of equipment under the Equipment section of your existing record.

13. **Q: How do I navigate within *Opti*Net?**
A: The tabs and road map along the top of the ***Opti****Net* screen allow you to display the desired page. You can also move through the pages in order by clicking the **Next**, **Save** and **Continue** buttons; or you can skip to the desired page once a section has been saved by clicking the appropriate road map links and tabs.

14. **Q: Can I use my Web browser's "Back" button to go back a page?**
A: It is not recommended. You may lose your connection to ***Opti****Net.* Use the **Back** buttons at the bottom left corner of the pages when available. The **Cancel** button also backs you out of a page and displays the previous one.

15. **Q: Can I interrupt an *Opti*Net session and save what I have entered for later?**
A: Yes. When you use ***Opti****Net* you always start from the beginning; but the information that you have already entered will be retained for future sessions as long as you save what you have entered. When you return to ***Opti****Net*, this information will be displayed as you entered it, so you can move quickly through the pages either leaving the information as is, or making changes as you go.

16. **Q: How do I use the online Help feature in *Opti*Net?**
A: Click on the "Help" tab at the right of the page to display a Helpful Tips panel. At the bottom of every Helpful Tips panel is an "Advanced Help" link. You may click this link to launch the full ***Opti***Net online help system. If you still have a question, use the "Customer Service" link at the bottom of any page to email AIM Customer Support for assistance.

17. **Q: My site is already ACR or Joint Commission accredited. Should I still complete the *Opti*Net assessment?**
A: Yes. BCBSIL is requesting that all facilities complete the ***Opti***Net assessment, including those that are already ACR or Joint Commission accredited. The specific information that you provide as part of the assessment process will not be made available to ordering physicians. Rather, your assessment data will be used to generate a score for each registered modality, and these modality scores will be shared in AIM's online directory. If you do not complete the ***Opti***Net assessment, modality scores cannot be created, and your facility will not appear in the Provider Selection component for ordering providers to utilize when they are completing the RQI process through AIM.

18. **Q: If I have already completed the assessment for another health plan or other payer, do I need to complete it again for BCBSIL?**
A: Yes, but you do **not** need to re-enter your information. If you completed the assessment in association with the provider record in ***Opti***Net for one health plan, you will be able to copy the assessment to other provider records listed for your site within ***Opti***Net. To copy your assessment, select "Copy" from the "Actions" column on the site list after you log in and follow the steps when prompted.

19. **Q: If I have more than one imaging location, do I need to complete the assessment for each site?**
A: Yes, you will need to complete the assessment for each location. However, if information in the assessment is similar for more than one location, once you complete the ***Opti***Net assessment for one site, you will be able to copy the assessment for your other sites.

20. **Q: If I receive a score that I believe is incorrect, what should I do?**
A: If you receive a modality score that you believe is incorrect, please log on to the ***Opti***Net tool at americanimaging.net/goweb to review the score legend at the bottom of your online scorecard, as well as the "Understanding Your Score Card" document that can be accessed from your scorecard. These reference documents outline the specific measures against which your site has been evaluated and will identify which areas may be deficient. The best way to help ensure accuracy of your modality score(s) is to review your assessment and confirm that each section has been completed appropriately. If you still have a question after reviewing these materials, use the "Customer Service" link at the bottom of any page to email AIM Customer Support for assistance.

21. **Q: Whom do I contact if I have additional questions or concerns?**
A: If you have questions or need help completing the ***Opti***Net assessment for advanced diagnostic imaging or low-tech services, please contact AIM ***Opti***Net Customer Service at (800) 252-2021.

For more information about the BCBSIL RQI program, administered by AIM, refer to the Claims and Eligibility/Prior Authorization/High-tech Imaging Services section of our Provider website at bcbsil.com/provider.

Your assigned BCBSIL Provider Network Consultant is also available to provide assistance, as needed.

OptiNet is a registered trademark of AIM, an independent third party vendor that is solely responsible for its products and services. BCBSIL makes no endorsement, representations or warranties regarding any products or services offered by independent third party vendors. If you have any questions about the products or services they offer, you should contact the vendor directly.

Please note that the fact that a guideline is available for any given treatment, or that a service has been pre-certified or an RQI number has been issued is not a guarantee of payment. Benefits will be determined once a claim is received and will be based upon, among other things, the member's eligibility and the terms of the member's certificate of coverage applicable on the date services were rendered. Certain employer groups may require pre-certification for imaging services from other vendors. If you have any questions, please call the number on the back of the member's ID card.