



State of New Jersey
Department of Human Services
Division of Medical Assistance & Health Services

NEWSLETTER

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TO: Independent Clinics, Physicians, Advanced Practice Nurses, Certified Midwives, Managed Care Organizations – **For Action**

SUBJECT: **Billing for CenteringPregnancy Services**

EFFECTIVE: December 1, 2019

PURPOSE: To notify providers of maternal and prenatal care regarding NJ FamilyCare (NJFC) coverage of CenteringPregnancy services.

BACKGROUND: CenteringPregnancy is an evidence-based, patient-centered model of care developed by the Centering Healthcare Institute (CHI) under which providers, following a prescribed schedule and content, provide health and wellness to groups of pregnant women. The intent is to target certain high-risk populations to improve health outcomes and encourage engagement while individuals increase their knowledge base and their self-confidence.

CenteringPregnancy has been shown to be effective for reducing health disparities related to race, ethnicity, and socio-economic status. Ultimately, CenteringPregnancy improves maternal health while decreasing preterm morbidity and mortality through improved birthweights and full term pregnancies. Post-delivery, new mothers apply their learned skills and demonstrate healthy habits including breastfeeding and pregnancy spacing. The end results are expected to improve maternal and child health outcomes and demonstrate a reduction in overall costs.

ACTION: CenteringPregnancy sites credentialed by CHI, as well as those sites engaged in an active implementation contract with CHI, may include clinic or professional practice (MD, APN, and midwife) sites. The CHI-accredited sites implement the CenteringPregnancy model, and incorporate best practices for pre- and postpartum maternal care into the curriculum for each group pre-partum visit. The site may bill for each group participant utilizing the appropriate Evaluation and Management (E/M) code for the physician services rendered.

The Centers for Medicare and Medicaid Services (CMS) has reported that under existing CPT code and Medicare guidelines, a physician may furnish a medically necessary face-to-face evaluation/management visit to a patient that is observed by other patients. There is no prohibition preventing other group members from observing a service provided to another member in the group.

The selection of the appropriate E/M code to be billed should be determined by the “level of complexity” for the service provided and should not include activities related to group education or group counseling. The CenteringPregnancy model is designed to include group education and other activities provided in a group setting which may be billed separately. These activities should not impact the “level of complexity” for the E/M service billed for the individual patient. A claim for a medically necessary face-to-face encounter should be billed based solely on the documented services provided during the medical encounter.

Allowable E/M procedure codes for medical encounters during a group visit are limited to CPT codes 99212-99215. Group education and counseling services must be billed in addition to the E/M code utilizing CPT code 99078 TH. This is a special services code which allows the provider to report adjunct educational services provided during the CenteringPregnancy group visit that are not included in the evaluation/management service. **CPT 99078 TH is an “add-on” code and must be billed in addition to the E/M procedure code on the same date of service.** Since the CPT procedure code 99078 may be billed for different types of educational services, such as diabetes or obesity education, CPT procedure code 99078 must be reported with the “TH” modifier (obstetrical treatment).

Billing Requirements

- Providers shall receive an additional payment of \$7.00 for each NJFC Medicaid beneficiary participating in a CenteringPregnancy group visit billed with 99078 TH and an appropriate E/M code.
- Groups participating in the CenteringPregnancy model shall consist of no less than two (2), and no more than twenty (20) pregnant women.
- NJFC beneficiaries may participate in no more than ten (10) reimbursable group visits per pregnancy.
- Group prenatal visits must be at least ninety (90) minutes in duration and must follow the guidelines established for the CenteringPregnancy model.
- A NJFC enrolled provider is eligible to provide CenteringPregnancy services without completing any additional provider enrollment application.

If you have any policy questions related to this Newsletter, please contact the Division of Medical Assistance and Health Services' Office of Customer Service at 609-631-4641. If you have any billing questions, please contact DXC Technology Provider Services at 1-800-776-6334.

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