

COVID-19 Vaccine Counseling Program

Healthfirst is committed to ensuring our members are educated around the importance of taking the COVID-19 vaccine. In partnership with the NYC Department of Health and Mental Hygiene (NYCDOHMH), under the Vaccine Outreach and Counseling Program (VOCP) Healthfirst will reimburse eligible PCPs for outreach phone calls to counsel their Healthfirst patients on the COVID-19 vaccine. Reimbursement will be available to eligible primary care providers (PCPs) for eligible outreach services provided during the period **October 1, 2021 through November 30, 2021**. Please see below for a summary of VOCP requirements. Please review the full details tied to the terms of the counseling program and FAQs, found here: [VOCP Provider Toolkit](#).

Eligibility Requirements

Reimbursement is limited to PCPs who hold membership panels with Healthfirst. PCPs will receive the reimbursement for vaccine counseling only when such counseling is provided to their members who are unvaccinated. Via our [Healthfirst Quality APP](#), Healthfirst will supply PCPs with a list of their members **who reside in NYC** and have not yet received the COVID-19 vaccine. PCPs must also be located in NYC to be eligible to participate in VOCP program. If you do not have access to our Quality APP, please reach out to your Network Account Manager. **Reimbursement is not available for counseling members who are not on the list that Healthfirst provides.**

Documentation Requirements

Providers are expected to document in the member's medical records the method used to conduct the three-minute-minimum outreach to the member (whether by phone or video), as well as the date and time of outreach, the name and credentials of the person conducting the outreach, and a brief summary of the conversation with the member. The practice must maintain, and make available on request, a copy of the script used to conduct outreach. Content of counseling must include information provided to the member on vaccine safety and efficacy, along with assistance offered to the member on how to get a COVID-19 vaccine. Counseling provided in connection with other covered services, such as an office or telehealth visit, is deemed to be part of that other covered service and is ineligible for separate reimbursement under this program.

Provider Alert

Counseling Information and Billing Requirements

New York State–licensed physicians (MD and DO), nurse practitioners, physician assistants, certified nurse midwives, clinical nurse specialists, registered nurses, licensed practical nurses, and pharmacists are eligible to receive **\$50 for each member they counsel** on the importance of the COVID-19 vaccine. When the service is rendered by one of the above clinicians, providers should bill Healthfirst using CPT code 96160 **with modifier CR** with ICD-10 code Z71.89.

Applicable non-clinical care team staff (who are designated by the healthcare provider named on the patient list) are eligible to receive **\$25 for each member they counsel** on the importance of the COVID-19 vaccine. When service is rendered by care team staff, providers should bill with CPT code 96160 **with modifier ET** with ICD-10 code Z71.89.

PCPs should bill using Place of Service (POS) 02 or 11 when billing for the VOCP program. Please note that Healthfirst will reconcile claims submitted by providers and issue payments at the conclusion of this counseling program.

We thank you for your partnership to keep our members safe and healthy during the pandemic. If you have any questions about the Vaccine Outreach and Counseling Program, contact your Network Account Manager, or call Provider Services at **1-888-801-1660**, Monday to Friday, 8:30am–5:30pm.

Coverage is provided by Healthfirst Health Plan, Inc., Healthfirst PHSP, Inc., and/or Healthfirst Insurance Company, Inc. (together, “Healthfirst”).

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