Frequently Asked Questions (FAQS)

1. Who is AIM Specialty Health® (AIM)?

AIM is a leading specialty benefits management company with more than 20 years of experience and a growing presence in the management of radiology, cardiology, oncology, sleep medicine, and specialty drugs. Our mission is to make healthcare services more clinically appropriate, safer and more affordable. As such, we promote the most appropriate use of specialty care services through the application of widely accepted clinical guidelines delivered via an innovative platform of technologies and services. AIM is an affiliate of Blue Cross of Idaho.

2. What is the OptiNet assessment tool?

OptiNet is an online imaging provider registration tool that collects modality-specific data on advanced imaging providers in areas such as: facility qualifications, technologist and physician 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).

3. Why is Blue Cross of Idaho conducting this assessment?

As consumers and providers look for tools to support informed decision-making, Blue Cross of Idaho’s goal is to provide them with accurate and current information about imaging facilities and contracted imaging providers. The goal of this assessment is to establish information about the Computed Tomography (CT/CTA), Magnetic Resonance (MRI/MRA), Nuclear Cardiology and Positron Emission Tomography (PET) capabilities within the network.

We are asking all providers in Idaho who perform the above-mentioned advanced diagnostic imaging services for Blue Cross of Idaho members to complete the assessment.

4. What is Blue Cross of Idaho doing with the information collected in this assessment?

The information collected is being used to include a site indicator in the Provider Selection component of the imaging order request process. Referring providers will be able to choose a servicing provider based on modality, facility and cost information. All facilities, including those that are already ACR or Joint Commission accredited, need to complete their data to have their site indicator included in the online directory.

5. How are the site indicators displayed during Provider Selection calculated?

Site indicators are calculated using information submitted by each facility through the online assessment. This includes gathering information on facility qualifications, technologists and physician qualifications, accreditation, equipment, and equipment quality information and comparing it to industry-recognized standards, such as those established by the American College of Radiology (ACR) and the Intersocietal Accreditation Commission (IAC).
6. What is the cost information for servicing providers based on?

The cost information is based on the allowed amounts of paid claims from the previous year for both professional and technical component claims. Costs are averaged for each high-tech CPT grouper that the facility has performed.

7. What happened to the list of last selected providers that used to display during Provider Selection?

The list of previously selected providers will no longer display during Provider Selection. Instead, Blue Cross of Idaho has chosen to share with referring providers the site indicators and cost information for available servicing providers based on the imaging service requested. Our hope is that referring physicians will consider this data when determining where to send their patients.

8. Do I have to send my patient to one of the servicing providers recommended by Blue Cross of Idaho?

No. The member, along with the referring provider can choose any in-network servicing provider to perform the requested services. Online via Blue Cross of Idaho Provider Portal at bcidaho.com/providers, once in the AIM’s application, you may select “Find a Facility” to search for and choose another in-network provider. The OptiNet assessment is available online through the Blue Cross of Idaho Provider Portal at bcidaho.com/providers, once in the AIM site simply select “Blue Cross” from the drop down menu. Only those providers who have completed the OptiNet assessment will be able to view their information online. Site information will be available for review online. All facilities need to complete their assessment to have their site included in the online directory.