

COVID-19 Vaccine Outreach and Counseling Program: Billing Guide

In September 2021, the New York City Department of Health and Mental Hygiene (NYC Health Department) launched the [COVID-19 Vaccine Outreach and Counseling Program](#). Through this program the NYC Health Department has partnered with Medicaid and Medicare Advantage health plans to compensate providers who reach out to eligible patients in their panel who are not vaccinated for COVID-19, counsel them about the importance of vaccination and help arrange vaccination.

To bill for a Complete Counseling Session, certain requirements must be met, in addition to any requirements specified by the patient's health plan. Please view the requirements in the [Program Toolkit](#). Providers can be reimbursed for one counseling session for each eligible patient. Contact the payer for any deadlines.

Payer Billing Guidance

Please see the grid below for guidance on how to bill for the Complete Counseling Session. **Please read all the details of the program in the [Provider Toolkit](#).** Eligible patient lists for the program are shared with Managed Care Organization-assigned primary care providers (PCPs) only. These PCPs can do the counseling directly or delegate to a team member. Providers can only bill for the patients that were assigned to them by the health plan and for whom they performed a Complete Counseling Session according to Provider Toolkit and Managed Care Organization guidance.

Payer	Complete Counseling Session performed by a licensed provider*	Complete Counseling Session performed by a designee	How to obtain patient list	Date program ends
AmidaCare	Reimbursement: \$50 per session Coding: CPT: 99429 Mod: U1 DX: Z71.89	Reimbursement: \$25 per session Coding: CPT: 99429 Mod: U2 DX: Z71.89	Providers can email Nicolette Piscatelli: npiscatelli@amidacareny.org	12/31/2021
EmblemHealth	Reimbursement: \$50 per session Coding: Diagnosis Z71.89, CPT code 99429 without modifier	Reimbursement: \$25 per session Coding: Diagnosis Z71.89, CPT code 99429 with Modifier CR	Providers can contact their EmblemHealth relationship manager or email medicaidproduct@emblemhealth.com	12/31/2021

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Payer	Complete Counseling Session performed by a licensed provider*	Complete Counseling Session performed by a designee	How to obtain patient list	Date program ends
Healthfirst	Reimbursement: \$50 per session Coding: CPT code 96160 with modifier CR with ICD-10 code Z71.89; Bill using Place of Service (POS) 02 or 11	Reimbursement: \$25 per session Coding: CPT code 96160 with modifier ET with ICD-10 code Z71.89; Bill using Place of Service (POS) 02 or 11	Check the Healthfirst Quality APP for a list of members.	12/31/2021
Empire BlueCross BlueShield HealthPlus (Empire)	Reimbursement: \$50 per session Coding: CPT: 99401 DX: Z71.89	Reimbursement: \$25 per session Coding: CPT: 99401-U1 DX: Z71.89	If you contract with Empire through an IPA, contact the IPA for a list of members. Providers that directly contract with Empire would have received a list directly from Empire with any eligible members.	12/31/2021
MetroPlus	Reimbursement: \$50 per session Coding: CPT: 96160 DX: Z71.89 No Modifier	Reimbursement: \$25 per session Coding: CPT: 99429 DX: Z71.89 No Modifier	A list will be included in monthly Gaps in Care report by filtering on measure name "COVID Vaccination Counseling (CVC)" Email: QMOPHEDIS4@metroplus.org with Practice Name, TIN(s), and NPI(s)	12/31/2021

*Licensed providers are NYS-licensed physicians (MD and DO), nurse practitioners, physician assistants, certified nurse midwives, clinical nurse specialists, registered nurse, licensed practical nurse, or pharmacist.

Additional Resources

- [COVID-19 Vaccine Outreach and Counseling Program Toolkit](#)
- [Building Confidence in COVID-19 Vaccines](#)
- [Addressing Patients' COVID-19 Vaccine Questions](#)
- [COVID-19 Vaccines: FAQ for Providers](#)

*Last updated 11/30/2021