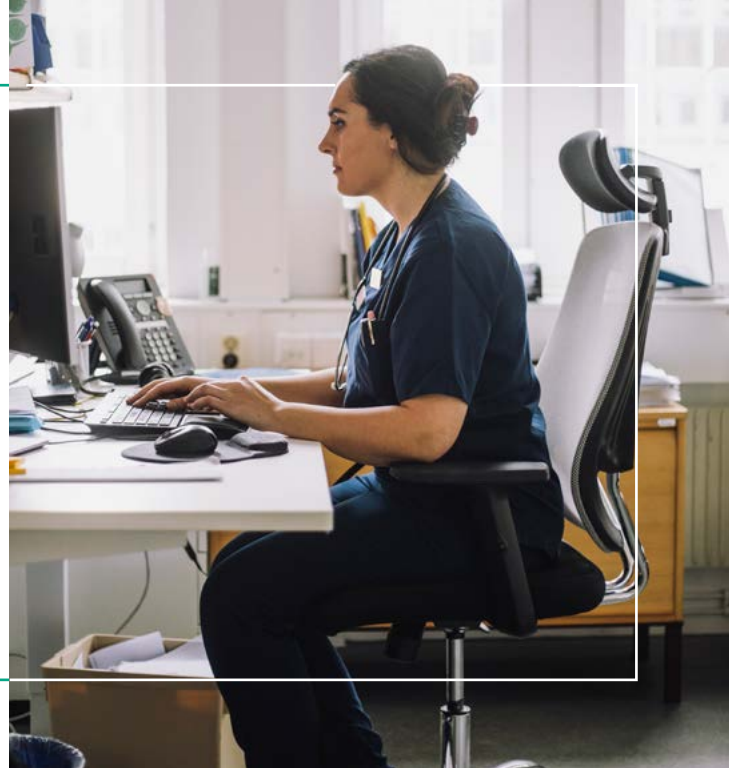


# Managing Telehealth for Patients During and After Pregnancy

A Guide for OB Providers

Updated January 2026



## Thank you for caring for BlueCare Tennessee members.

Telehealth plays a key role in providing a safe, effective way for patients to get the care they need when they're unable or reluctant to visit the office. We're working closely with the Division of TennCare and other managed care organizations to offer telehealth coverage to our BlueCare Tennessee members.

In this guide, you'll find information about providing telehealth services for new and expecting parents during pregnancy and the postpartum period. When appropriate, telehealth services can help make it easier for this patient population to access care and supportive services.

We hope you find the information helpful.

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# Defining Current Telehealth Services

In this guide, telehealth refers to any real-time phone or video visit between a patient and an in-network provider, and in some cases, an online assessment. It also includes provider-to-provider consultations about a patient's care for certain covered services.

We currently allow telehealth visits through Apple®, FaceTime®, Skype, Zoom, Google Meet™ and other office platforms, and we'll let you know if we plan to make any changes. If you have questions about a different type of technology, please contact your Provider Network Manager.



## Eligible Services

As of **Oct. 1, 2024**, the only codes eligible for telehealth billing are on the **Telehealth Approved Code List** on the **Manuals, Policies and Guidelines** page of [bluecare.bcbst.com/providers](https://bluecare.bcbst.com/providers). Payment for most telehealth services will be consistent with your BlueCare Tennessee fee schedule. Audio only telehealth services with a date of service on Oct. 1, 2024, and beyond will have a reduced rate. We'll use CPT® codes to identify audio-only services eligible for a rate increase.

To be eligible for payment, a service must:

- › Be covered by TennCare and eligible for payment as if it were an office visit.
- › Take place in real time, with the provider and patient connected through interactive audio or audio-video technology.
- › Be medically appropriate and necessary, and meet the same requirements or encounter code had it been delivered in person.
- › Include all relevant communications about the member's medical care and follow up in their medical record.

# Sample Codes for Billing Telehealth Services

Telehealth service modifiers for informational purposes include GT, 93, 95, G0, GQ, FQ or FR, but these claims must also be billed with the correct place of service (POS):

- › 02: Telehealth provided other than in a patient’s home to ensure appropriate reimbursement; OR
- › 10: Telehealth provided in a patient’s home

Please bill telehealth services for school-based services with POS code 03. Providers should bill Rural Health Clinics with POS code 72 and Federally Qualified Health Centers with POS code 50 along with the appropriate telehealth modifier. For additional billing guidelines, please see the [BlueCare Tennessee Provider Administration Manual](#).

Type of Service	CPT®/HCPCS Codes	POS Code
Audio/telephonic provider-to-provider or provider-to-member	98966-98968 and 98008-98015*	02, 10 or the applicable telehealth modifier with the appropriate POS
Virtual (interactive audio/visual) consultations with patients	98000-98007*	02, 10 or the applicable telehealth modifier with the appropriate POS
Behavioral health initial evaluation and therapy	90791, 90792, 90832, 90834, 90837, 90847 and 90853	02, 10 or the applicable telehealth modifier with the appropriate POS
Diabetes education consultations with patients	97802*, 97803*, G0108-G0109*	02, 10 or the applicable telehealth modifier with the appropriate POS

\* Note: Codes 97802-97803, 98008-98015, 98000-98007 and G0108-G0109 won’t close HEDIS gaps in care.

# Using Telehealth To Address Quality Measures

## Tips for Closing HEDIS® Gaps in Care

Proper coding is key to help document the care you're giving and reach your quality goals. We've included some telehealth updates and sample codes that you may find helpful as you conduct your telehealth visits.

When referring to "telehealth" in this context, it's helpful to note there are three categories:

**1. Synchronous telehealth.** This is **real-time, interactive audio and video**. We'll refer to this as **telehealth** when addressing quality measures in this section of the guide.

- › When providing telehealth services using real-time audio and video technology, use one of these options:
  - POS 02
  - POS 10
  - The applicable telehealth modifier with the appropriate POS

**2. Audio/telephonic.** This means audio-only visits. In this guide, we'll refer to this as **telephone visits**.

- › Sample CPT® codes for telephone visits only include: 98966-98968.

**3. Asynchronous telehealth.** This represents e-visits or virtual check-ins, like patient portals, secure text messages or emails. In this document, we'll refer to these types of visits as **online assessments**.

- › The sample CPT® code for online assessments is 99458.
- › The sample HCPCS code for online assessments is G2010.

**Please note:** Online assessments, e-visits and virtual check-ins still meet NCQA criteria for select HEDIS measure compliance. However, we've removed them and their corresponding codes from this guide because we no longer cover these services.



# Maternal Health HEDIS Measures and Telehealth

## Prenatal and Postpartum Care (PPC)

This measure assesses the percentage of patients with a live birth on or between Oct. 8 of the year before the measurement year and Oct. 7 of the measurement year who get needed prenatal and postpartum care. For these patients, the measure considers the following aspects of prenatal and postpartum care:

- › **Timeliness of Prenatal Care** — The percentage of deliveries in which patients had a prenatal care visit during the first trimester, on or before the enrollment start date, or within 42 days of enrollment in the organization.
- › **Postpartum Care** — The percentage of deliveries in which patients had a postpartum visit on or between seven and 84 days after delivery.

A telehealth or telephone visit can be used to meet the prenatal and postpartum care visit requirement. The visit must be documented with a pregnancy-related diagnosis code and occur within a specified timeframe.

- › For the **Timeliness of Prenatal Care** visit — A telehealth or telephone visit should be completed within the first trimester (280-176 days before delivery).
- › For the **Postpartum Care** visit — A telehealth or telephone visit should be completed within seven to 84 days after delivery.

For more information about these measures, including the services needed, sample coding and helpful tips, please see the [BlueCare Tennessee Quality Program Measures Guide](#).

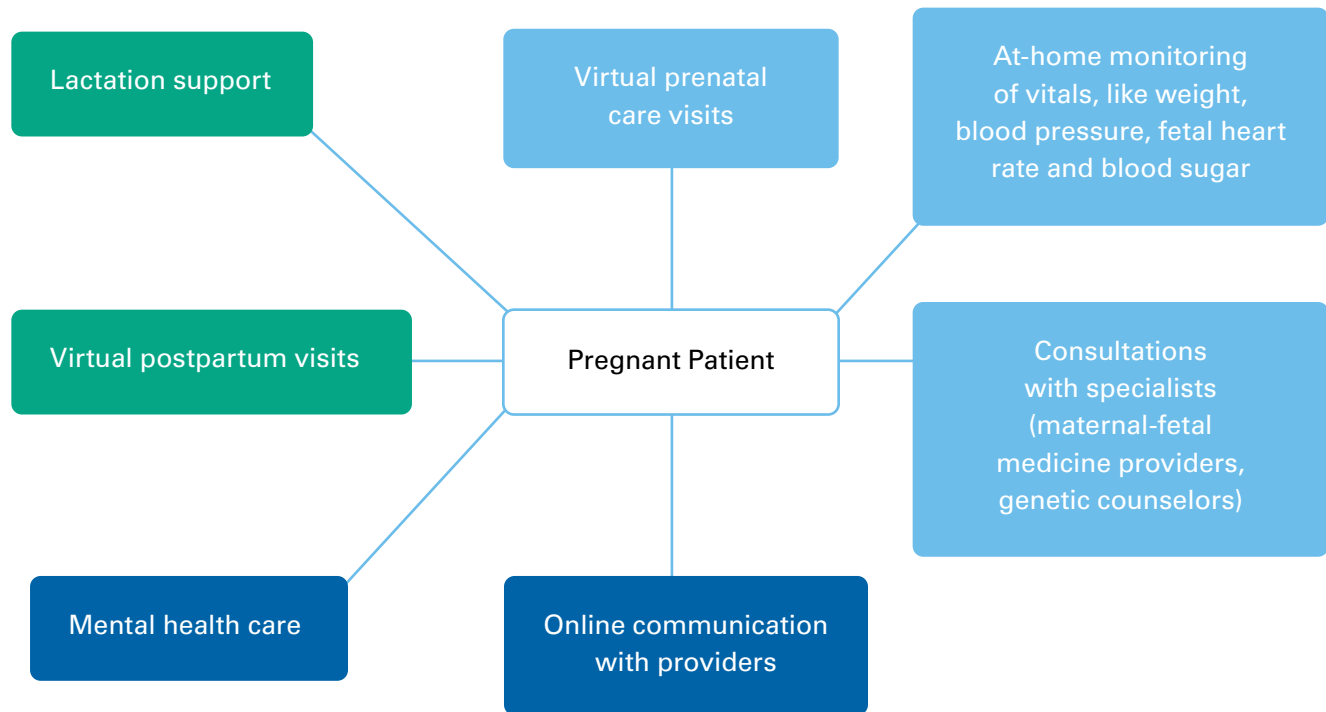


## ACOG Telehealth Guidelines

American College of Obstetricians & Gynecologists prepared a Committee Opinion, [Ethical Considerations With Telehealth in Obstetrics and Gynecology](#), with guidance for OB providers about incorporating telehealth into their practice. Some of these recommendations may work for your practice, too, so we encourage you to share this information with appropriate members of your staff.

# Telehealth Best Practices in Maternal Care

Many health care services needed during pregnancy and after birth can be delivered through telehealth.



- Services delivered during pregnancy (prenatal care)
- Services delivered after pregnancy (postpartum care)
- Services delivered during and after pregnancy (prenatal/postpartum)

Graphic adapted from the Henry J. Kaiser Family Foundation, [kff.org/womens-health-policy/issue-brief/telemedicine-and-pregnancy-care/](https://www.kff.org/womens-health-policy/issue-brief/telemedicine-and-pregnancy-care/)



## Lactation Consultant Benefit Coverage

Outpatient lactation consultant services are a covered benefit for BlueCare<sup>SM</sup>, TennCareSelect and CoverKids members. For more information, see our [Lactation Consultant Benefit Provider FAQs](#).

Telehealth isn't a replacement for in-person prenatal and postpartum care, but it can serve as an important complement by increasing access to care and making it more convenient for patients to attend appointments. See below for an example on how to incorporate telehealth visits into a traditional prenatal care model.

**Note:** The number of visits you have with patients may vary depending on each person's health needs.

Type of Visit	Program Type	
	Traditional Prenatal Care	Prenatal Care With Telemedicine
First Visit	✓	✓
12 weeks gestation	✓	✓
16 weeks gestation	✓	♥
20 weeks gestation	✓	✓
24 weeks gestation	✓	♥
28 weeks gestation	✓	✓
30 weeks gestation	✓	♥
32 weeks gestation	✓	✓
34 weeks gestation	✓	♥
36 weeks gestation	✓	✓
37 weeks gestation	✓	♥
38 weeks gestation	✓	✓
39 weeks gestation	✓	♥
40 weeks gestation	✓	✓
Postpartum	✓	✓ 1 week   ♥ 6 weeks

✓ In-Person Visit   ♥ Telehealth Visit

Graphic adapted from the Henry J. Kaiser Family Foundation, [kff.org/womens-health-policy/issue-brief/telemedicine-and-pregnancy-care/](https://www.kff.org/womens-health-policy/issue-brief/telemedicine-and-pregnancy-care/)

# Additional Maternity Reimbursement Opportunities

Through our Maternity Care Program, BlueCare Tennessee and CoverKids obstetric providers can earn payments on top of their regular reimbursements for maternity care. The chart below outlines the types of reimbursement opportunities available for prenatal and postpartum care and mental health screening. You can find more detailed steps for getting payment, including detailed sample billing guidance and scenario-specific instructions for billing 0500F, on our [Maternity Support webpage](#).

Type of Visit	Prenatal Care	Postpartum Care	Mental Health Screening
Code	0500F	0503F	96160 with a TH modifier
Reimbursement	\$25 per patient	\$75 per patient/ per claim*	\$28.35 per patient

\* We allow for reimbursement of two claims for code 0503F during the 84-day postpartum period.

## Member Incentives for Prenatal and Postpartum Care

Your patients' BlueCare Tennessee and CoverKids benefits include lactation support, a no-cost breast pump and access to a dedicated care team who will be by their side during pregnancy and delivery. To get care from our care team, our members can simply download our free CareTN app on their smartphone or tablet. Our care team offers customized support for each patient, including:

- › Access to personalized health information
- › Appointment scheduling
- › Care coordination
- › Connection with community agencies, as needed
- › Extra support if they're at risk of an early delivery or experiencing pregnancy complications

By participating in the maternity program and using the CareTN app, your patients can earn gift cards, based on when they enroll and if criteria are met, for baby supplies and other needed items. Patients may be eligible for gift cards for completing these activities:

- › \$10 for enrolling in the maternity program
- › \$10 for completing 15+ check-ins
- › \$25 for participating in the CareTN maternity program and completing a postpartum visit within seven to 84 days after delivery

Please note: Gift card amounts and requirements are subject to change. To view all gift card eligibility requirements, visit [bluecare.bcbst.com/get-care/pregnancy-support](http://bluecare.bcbst.com/get-care/pregnancy-support).

# Additional Resources for Your Practice

Thank you, again, for serving our BlueCare Tennessee members. If you'd like to learn more about telehealth coverage or other information covered in this guide, please click on the applicable link below:

**BlueCross Provider Service:** [provider.bcbst.com/contact-us/](https://provider.bcbst.com/contact-us/)

**Availity® assistance:** Call the eBusiness technical support team at **1-800-924-7141** or email [eBusiness\\_service@bcbst.com](mailto:eBusiness_service@bcbst.com).

## General telehealth technical assistance:

- › National Consortium of Telehealth Resource Centers: [telehealthresourcecenter.org](https://telehealthresourcecenter.org)
- › Tennessee Regional Telehealth Resource Center: [telehealthresourcecenter.org/centers/south-central-telehealth-resource-center/](https://telehealthresourcecenter.org/centers/south-central-telehealth-resource-center/)
- › U.S. Department of Health and Human Services: [telehealth.hhs.gov/providers/getting-started/](https://telehealth.hhs.gov/providers/getting-started/)
- › Behavioral Health Telehealth Assistance: [psychiatry.org/psychiatrists/practice/telepsychiatry](https://psychiatry.org/psychiatrists/practice/telepsychiatry)

If you have additional questions, please contact your Provider Network Manager or call the Provider Service line for your patient's plan.

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HCPCS is the Healthcare Common Procedure Coding System.

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