

Alberta Blue Cross Provider Code of Conduct

Alberta Blue Cross expects all health care providers involved in the delivery of products and/or services to members and their dependents with coverage under benefit plans administered by Alberta Blue Cross to conduct themselves in a manner that honors the trust relationship which exists between the providers and Alberta Blue Cross, including, conducting themselves according to the relevant professional code of conduct.

For providers who are members of professions which have a strong and effective legislative or regulatory framework, an effective professional body governing its members and an effective process for handling professional complaints against its members, the relevant code of conduct will be the code of conduct or code of ethics of their profession. Examples of such provider bodies are:

- The Alberta College of Pharmacists, and
- The Alberta Dental Association and College.

For all other providers, the *Alberta Blue Cross Provider Code of Conduct* is the relevant code of conduct in all matters relevant to a provider's interaction with Alberta Blue Cross and Alberta Blue Cross members and their dependents.

Health care providers are expected to:

- a) comply with all laws and regulations that apply to the business of the provider.
- b) comply with the ethical and professional standards of any professional organization to which the provider belongs.
- c) treat Alberta Blue Cross members and their dependents and Alberta Blue Cross employees with courtesy, honesty and respect.
- d) comply with the provisions of any billing or other Alberta Blue Cross agreement to which the provider is a party.
- e) comply with all operational policies, procedures and guidelines that have been communicated to the provider by Alberta Blue Cross and that relate to the provider's business relationship with Alberta Blue Cross or with Alberta Blue Cross members and their dependents.
- f) ensure that any claim forms, claim submissions or receipts issued by the provider either to an Alberta Blue Cross member or dependent or directly to Alberta Blue Cross are complete and accurately reflect the name of the recipient of the product or service and the products and/or services delivered by the provider to member or dependent including, but not limited to: the date of delivery, the description and the cost of each product or service.
- g) respond to all inquiries or requests for information or documentation from Alberta Blue Cross by providing the information requested in a timely manner. These requests may be made by phone, fax, mail or e-mail.
- h) cooperate fully with all activities undertaken by Alberta Blue Cross to verify/audit claims for products and/or services delivered by the provider to members and their dependents where Alberta Blue Cross has the authority to do so by virtue of the terms of an agreement between Alberta Blue Cross and the provider and/or the direction/consent of the Plan Participant. This includes, but is not limited to, the following:
 - i) on-site audits conducted by Alberta Blue Cross personnel.
 - ii) requests from Alberta Blue Cross for information or documentation to support claims. These requests may be made by phone, fax, or e-mail.

