

Electromedical Products International, Inc.

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in USA and CANADA

Insurance Billing for the Alpha-Stim®

PURCHASE

Bill **most claims** for the Alpha-Stim® 100 or Alpha-Stim® SCS under the CPT code **E1399**. It is recommended that "Alpha-Stim 100 microcurrent stimulator" or "cranial electrotherapy stimulator (CES)" be written in for the description, rather than transcutaneous electrical nerve stimulation (TENS). The prescription must include a diagnosis of anxiety, depression, or insomnia for CES. The prescription should prohibit substitutions. Since E1399 is a by report (BR) code, the practitioner will have to accompany the form with a brief letter stating why this is being prescribed. For example:

To whom this may concern:

I am prescribing an Alpha-Stim 100 microcurrent and cranial electrotherapy stimulator for my patient, Jane Doe, for her intractable neck pain accompanied by anxiety. This device has shown to be consistently effective for her [the more specific details here, the better] and I have advised her to utilize it on an as-needed basis.

Yours truly,
Dr. John Smith

The following are the applicable codes for Alpha-Stim® accessories.

Code	Accessory	Billed Quantity
A4556	AS-Trodes™	Per pair, minimum 2
A4595	Earclip Electrodes	Per pair
A4595	Probe Electrode Pads	Per box
A4595	Earclip Electrode Pads	Per box
A4557	Lead wires	Per set
A4630	Battery	Each
A4558	Alpha Conducting Solution™	Per oz: ACS=1, ACSR=8

OFFICE VISITS

Office visits utilizing the Alpha-Stim are a different matter. There are several possible codes a practitioner can utilize. The best ones are the physical medicine codes. Medical doctors, osteopaths, dentists, podiatrists, registered nurses, and physical therapists can use all the following codes (except 90899, which are for psychiatrists).

Code	Description	Time	Avg. Charge	Insurance Reimbursement
97014	Unattended electrical stimulation. Billed in 15 minute increments based on length of treatment.	15 min	15.00 per unit	17.00
G0283	Unattended electrical stimulation other than wound care, as part of a therapy plan of care. Billed in 15 minute increments based on length of treatment.	15 min	25.00 per unit	Not listed
97032	Attended electrical stimulation. Application of a modality to one or more areas. Recommended for in-office treatments.	15 min	25.00 per unit	22.00
90899	Unlisted psychiatric service or procedure. There is not a set fee schedule amount. Bill what you as the provider deem as your usual and customary charge based on length of service provided.	Inclusive	125.00 for treatment	Not listed
97535	Self care/home management training; instructions in use of adaptive equipment, direct one-on-one contact.	15 min	40.00 per unit	40.00

All codes listed above should be accompanied by an office visit 99201 - 99215, except Worker's Comp, which is 99455 for a physician or 99456 for personnel other than the treating physician. The more work a clinician does, and the more body parts treated, the greater the level of codes, and the more expensive the visit becomes. It is best not to exceed usual, customary, and reasonable ("UCR") fees for the area the practice is in, regardless of which combination of codes are used. The more UCR the codes appear, the greater the likelihood of the patient or practitioner being reimbursed. UCR is the general rule of thumb insurance companies live by. Everything must be UCR. The CPT codes, description, fees, ICD-9 (diagnosis), and even the total amount of the claim form being submitted must be UCR.

A final word on insurance: The Alpha-Stim improves the quality-of-life of the person using it more than any competing device or drug. *Don't sell it short! It is well worth the purchase price!* Considering the 5 year warranty it is far less expensive than drugs and/or professional services. Use EPI's purchase plan form for patient financing when there is no insurance or if the insurance company refuses to pay. Remember: *Everybody needs an Alpha-Stim!*

Cost Containment Comparison Between Alpha-Stim® and the Leading Anxiety, Insomnia, Depression and Pain Medications.

The Alpha-Stim® is a prescription medical device cleared by the FDA to treat anxiety, insomnia, depression and pain. Alpha-Stim utilizes a microcurrent to deliver a unique proprietary waveform that interacts with bioelectricity allowing the body to recover. Alpha-Stim has been on the market for over 30 years and has more research than any other therapeutic device.

While the long term cost effectiveness of using Alpha-Stim in comparison to popular psychopharmaceuticals is significant, the most impressive argument for choosing Alpha-Stim is the lack of side-effects. In 144 human research studies including over 8,800 patients receiving active treatments, the most common side-effects reported was: myogenic headache (1:977, 0.10%) and skin irritation at the electrode site (1:1,465, 0.07%), both of which are mild and self-limiting.

The Alpha-Stim® SCS, used to treat anxiety, insomnia and depression, has a retail price of \$595 while the Alpha-Stim®100, which also includes the treatment of pain, retails for \$995. Both models carry a 5 year warranty. In the cost comparison chart for Alpha-Stim pricing we included:

- 1 package of 256 ear clip electrode / 3 months = \$15
- 1 15 ml bottle of Alpha Conducting Solution / 3 months = \$10
- 1 9 volt battery / 1 month = \$2

Drug prices are from www.drugpriceinfo.com.

Alpha-Stim® is an effective, non-toxic treatment option for anxiety, insomnia, depression and pain. Alpha-Stim® is clearly more cost effective and much safer than the leading pharmaceuticals proving once again, that there really is no comparison.

