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Medicare Advantage Policy Manual

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Digital Therapeutic Products for Attention Deficit Hyperactivity Disorder

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IMPORTANT REMINDER

The Medicare Advantage Medical Policy manual is not intended to override the member Evidence of Coverage (EOC), which defines the insured's benefits, nor is it intended to dictate how providers are to practice medicine. Physicians and other health care providers are expected to exercise their medical judgment in providing the most appropriate care for the individual member, including care that may be both medically reasonable and necessary.

The Medicare Advantage medical policies are designed to provide guidance regarding the decision-making process for the coverage or non-coverage of services or procedures in accordance with the member EOC and Centers of Medicare and Medicaid Services (CMS) policies and manuals, along with general CMS rules and regulations. In the event of a conflict, applicable CMS policy or EOC language will take precedence over the Medicare Advantage Medical Policy. In the absence of a specific CMS coverage determination for a requested service, item or procedure, the health plan may apply CMS regulations, as well as their Medical Policy Manual or other applicable utilization management vendor criteria developed with an objective, evidence-based process using scientific evidence, current generally accepted standards of medical practice, and authoritative clinical practice guidelines.

Some services or items may appear to be medically indicated for an individual but may be a direct exclusion of Medicare or the member's benefit plan. Medicare and member EOCs exclude from coverage, among other things, services or procedures considered to be investigational (experimental) or cosmetic, as well as services or items considered not medically reasonable and necessary under Title XVIII of the Social Security Act, §1862(a)(1)(A). In some cases, providers may bill members for these non-covered services or procedures. Providers are encouraged to inform members in advance when they may be financially responsible for the cost of non-covered or excluded services. Members, their appointed representative, or a treating provider can request coverage of a service or item by submitting a pre-service organization determination prior to services being rendered.

DESCRIPTION

Digital health products are technologies, platforms, and systems that engage consumers for lifestyle, wellness, and health-related purposes. A digital therapeutic product is a specific type of digital health product that is practitioner-prescribed software that delivers evidence-based therapeutic intervention directly to a patient to prevent, manage, or treat a medical disorder or disease. Digital therapeutic products have been proposed to supplement or replace established treatments for attention-deficit/hyperactivity disorder (ADHD).

MEDICARE ADVANTAGE POLICY CRITERIA

CMS Coverage Manuals*	<p>Medicare Managed Care Manual Chapter 4 - Benefits and Beneficiary Protections, See Section 10.2 in the following link: MCM Chapter 4</p> <p>Medicare coverage and payment is contingent upon a determination that:</p> <ul style="list-style-type: none"> A service is in a covered benefit category; A service is not specifically excluded from Medicare coverage by the Act; and The item or service is “reasonable and necessary” for the diagnosis or treatment of an illness or injury, to improve functioning of a malformed body member, or is a covered preventive service.
National Coverage Determinations (NCDs)*	None
Noridian Healthcare Solutions (Noridian) Local Coverage Determinations (LCDs) and Articles (LCAs)*	None
Non-Noridian Healthcare Solutions LCDs and LCAs*	None
Medical Policy Manual	None

NOTE: If a procedure or device lacks scientific evidence regarding safety and efficacy because it is investigational or experimental, the service is noncovered as not reasonable and necessary to treat illness or injury. ([Medicare IOM Pub. No. 100-04, Ch. 23, §30 A](#)). According to Title XVIII of the Social Security Act, §1862(a)(1)(A), only medically reasonable and necessary services are covered by Medicare. In the absence of a NCD, LCD, or other coverage guideline, CMS guidelines allow a Medicare Advantage Organization (MAO) to make coverage determinations, applying an **objective, evidence-based process, based on authoritative evidence**. ([Medicare IOM Pub. No. 100-16, Ch. 4, §90.5](#)). The Medicare Advantage Medical Policy - Medicine Policy No. M-149 - provides further details regarding the plan’s evidence-assessment process (see Cross References).

POLICY GUIDELINES

MEDICARE AND MEDICAL NECESSITY

According to Medicare guidelines, Medicare coverage is contingent upon the services meeting certain requirements to determine medical necessity. In order to be considered a covered service, Medicare requires that the service in question:

- Fall within a defined Medicare benefit category,^[2,5]
- Not be excluded from coverage by statute, regulation, national coverage determination, (NCD), or local coverage determination (LCD),^[2]
- Be considered medically necessary, as required per the Social Security Act, §1862(a)(1)(A). This means the service must be considered reasonable and necessary in the diagnosis or treatment of an illness or injury, or to rule out or confirm a suspected diagnosis because the patient has a sign and/or symptoms.^[1,4] This also means services that are determined to be **not** medically necessary for any reason (including lack of safety and efficacy because it is an investigational service) are non-covered.^[6]
- Be ordered by a physician who is treating the beneficiary,^[7,8]
- Provide data that would be directly used in the management of a beneficiary's specific medical problem.^[7,8]

REGULATORY STATUS

In April 2020, EndeavorRx (Akili Interactive Labs) received marketing clearance by the U.S. Food and Drug Administration (FDA) through the De Novo premarket review process (DEN200026).^[2] EndeavorRx is a prescription device that is indicated to “improve attention function as measured by computer-based testing in children ages 8 to 12 years old with primarily inattentive or combined type ADHD, who have a demonstrated attention issue. Patients who engage with EndeavorRx demonstrate improvements in a digitally assessed measure Test of Variables of Attention (TOVA) of sustained and selective attention and may not display benefits in typical behavioral symptoms, such as hyperactivity.” EndeavorRx is intended to be used as part of a therapeutic program that may include clinician-directed therapy, medication, and/or educational programs. EndeavorRx was referred to as “ProjectEvo” and in later evaluations as “AKL-T01.”

Note, the fact a new service or procedure has been issued a CPT/HCPCS code or is FDA approved for a specific indication does not make the procedure medically reasonable and necessary.

CROSS REFERENCES

[Investigational \(Experimental\) Services, New and Emerging Medical Technologies and Procedures, and Other Non-Covered Services](#), Medicine, Policy No. M-149

REFERENCES

1. [Social Security Act §1862 \(ssa.gov\)](https://www.ssa.gov)
2. [Medicare Managed Care Manual, Chapter 4, §10.2](#)
3. Medicare Benefit Policy Manual, Ch. 15 – Covered Medical and Other Health Services Using the following link: [Medicare Benefit Policy Manual](#)
4. Medicare Benefit Policy Manual, Chapter 16 - General Exclusions from Coverage, See Section §20 - Services Not Reasonable and Necessary in the following link: [Medicare Benefit Policy Manual](#)
5. [Medicare Coverage Determination Process](#)
6. Medicare Claims Processing Manual, Chapter 23 - Fee Schedule Administration and Coding Requirements, §30 - [Services Paid Under the Medicare Physician's Fee Schedule, Subsection A](#)
7. [42 CFR § 410.32\(a\)](#)
8. Medicare Benefit Policy Manual, Ch. 15 – Covered Medical and Other Health Services, [§80.1 - Clinical Laboratory Services](#)

CODING

NOTE: Not all digital health products will have a specific code. These are examples of codes that may be relevant.

Codes	Number	Description
CPT	0702T	Remote therapeutic monitoring of a standardized online digital cognitive behavioral therapy program ordered by a physician or other qualified health care professional; supply and technical support, per 30 days (Deleted 01/01/2023)
	0703T	;management services by physician or other qualified health care professional, per calendar month (Deleted 01/01/2023)
	98978	Remote therapeutic monitoring (eg, therapy adherence, therapy response); device(s) supply with scheduled (eg, daily) recording(s) and/or programmed alert(s) transmission to monitor cognitive behavioral therapy, each 30 days
	99199	Unlisted special service, procedure or report
HCPCS	A9291	Prescription digital behavioral therapy, fda cleared, per course of treatment
	E1399	Durable medical equipment, miscellaneous

***IMPORTANT NOTE:** Medicare Advantage medical policies use the most current Medicare references available at the time the policy was developed. Links to Medicare references will take viewers to external websites outside of the health plan's web control as these sites are not maintained by the health plan.