



IDAHO DEPARTMENT OF
HEALTH & WELFARE

C.L. "BUTCH" OTTER – Governor
RICHARD M. ARMSTRONG – Director

PAUL J. LEARY - Administrator
DIVISION OF MEDICAID
Post Office Box 83720
Boise, Idaho 83720-0009
PHONE: (208) 334-5747

April 3, 2013

MEDICAID INFORMATION RELEASE MA13-06

To: All Opticians, Optometrists, and Ophthalmologists
From: Paul J. Leary, Administrator
Subject: New Optical Product Supplier Effective June 1, 2013

Effective June 1, 2013, all orders for eyeglass lenses, frames, and contact lenses must be submitted to Idaho Medicaid's new optical products supplier, Classic Optical Laboratories, Inc.

- Active dispensing providers will soon receive a welcome letter from Classic Optical explaining how to set up an account, how to place an order, and how to select up to 20 frames (V2020) from the frame brochure. These frames are free of charge and are to be used to display the product for ordering. If you have not received the welcome letter by May 1, 2013, please inform Classic Optical Customer Service:

Classic Optical
Telephone: (888) 522-2020
FAX: (888) 522-2022
Website: www.classicoptical.com
Mail: PO Box 1341, Youngstown, OH 44501

- Beginning June 1, 2013, orders for eligible Medicaid participants must be placed through Classic Optical using the web site, by fax, or by postal service mail. Please see www.idmedicaid.com for general program information and prior authorization requirements – click on Provider Handbook on the left side of the screen then on Eye and Vision Services under the Provider Guidelines tab at the bottom of the page.
- Barnett & Ramel Optical (B&R) will accept and process orders through Friday, May 31, 2013, through their website or by FAX. If you have questions or concerns about orders placed with them, call B&R Optical at (800) 228-9732. Providers who received the free B&R Optical sample frame kit will be contacted in the near future with instructions for returning the kit.

If you have questions about the transition to the new optical product supplier, please see www.medunit.dhw.idaho.gov for a Frequently Asked Questions document for your reference. You may also contact the Medical Care Unit at (208) 287-1177.

Thank you for participating in the Idaho Medicaid Program.

PJL/rs