umbra
HEALTH ADVOCACY

UMBRA REIMBURSEMENT GUIDE

Principal Illness Navigation (PIN)

Principal Illness Navigation (PIN) services are non-clinical, person-centered services that help eligible Medicare beneficiaries with at least one high-risk condition navigate the healthcare system. Eligible beneficiaries may or may not have unmet Social Determinants of Health (SDOH), but benefit from enhanced support to manage their condition.

INITIATING VISIT REQUIREMENTS

PIN services must follow an initiating visit, performed by a Supervising Provider.

Accepted CPT/HCPCS codes:

- E/M: 99202–99205 or 99212–99215
- Must occur **before** PIN services begin
- Annual re-initiation is required for continued billing

ELIGIBLE PATIENTS

- Medicare Part B, not on a Medicare Advantage plan
- Diagnosed with a high-risk illness expected to last 3 months or longer
- At risk of hospitalization, institutionalization, decline, or death
- Consent must be documented (oral or written)

Patients are not eligible:

- During inpatient stays — including hospital, skilled nursing facility (SNF), or inpatient psychiatric facilities
- While a patient is receiving hospice or home health services
- Or while the patient is under care management that includes the same services (e.g., Comprehensive Care Management within a SNF)

AUTHORIZED BILLING PROVIDERS

Physician (MD, DO), Nurse Practitioner (NP), Physician Assistant (PA), Certified Nurse Midwife (CNM), Certified Nurse Specialist (CNS)

- Must:
  - Perform the initiating visit
  - Determine medical necessity
  - Oversee services personally or via general supervision
  - Re-consent patient if provider changes

AUXILIARY PERSONNEL

Community Health Workers (CHWs), Board Certified Patient Advocates (BCPAs), Registered Nurses (RNs), Licensed Practical Nurses (LPNs), Social Workers (MSW, LCSW), Certified Peer Support Specialist (CPSS)

- May provide services under **general supervision**
- Must be trained in:
  - Community resource navigation
  - Advocacy and facilitation
  - Cultural competence and ethical conduct

CODING & BILLING

CODE	DESCRIPTION	TIME
G0023	PIN	≥60 min
G0140	PIN-PS (Behavioral Health)	≥60 min
G0024 / G0146	Additional 30 min	

SERVICE ELEMENTS

- Patient-centered assessment
- Referral to services
- Education and self-advocacy
- Behavioral change support
- Coordination with healthcare and social services
- Emotional/social support

DOCUMENTATION

- Initiating Visit furnished by Supervising Provider
- Patient Consent
- Diagnosis and treatment goals
- Time logs by Auxiliary Personnel
- Identified SDOH (optional but recommended)
- Methods used to support change, education, navigation
- Referral outcomes and coordination efforts
- Action Plan

CO-OCCURRING SERVICES

PIN can be billed with:

- Principal Care Management (PCM)
- Cannot bill PIN and PIN-PS for the same condition/month

Have questions?

Email them to Medicare@UmbraHealthAdvocacy.com

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