

Medical Policy



Cervical Pillow

▼ Description

A cervical pillow is a pillow that is used as a neck support. Cervical pillows are not reasonable and necessary in the treatment of disease or injury.

▼ Policy

A cervical pillow is considered not reasonable and necessary as it is not primarily medical in nature.

▼ HCPCS Level II Codes and Description

E0190 Positioning cushion/pillow/wedge, any shape or size

▼ Important Note:

Northwood's Medical Policies are developed to assist Northwood in administering plan benefits and determining whether a particular DMEPOS product or service is reasonable and necessary. Equipment that is used primarily and customarily for a non-medical purpose is not considered durable medical equipment.

Coverage determinations are made on a case-by-case basis and are subject to all of the terms, conditions, limitations, and exclusions of the member's contract including medical necessity requirements.

The conclusion that a DMEPOS product or service is reasonable and necessary does not constitute coverage. The member's contract defines which DMEPOS product or service is covered, excluded or limited. The policies provide for clearly written, reasonable and current criteria that have been approved by Northwood's Medical Director.

The clinical criteria and medical policies provide guidelines for determining the medical necessity for specific DMEPOS products or services. In all cases, final benefit determinations are based on the applicable contract language. To the extent there are any conflicts between medical policy guidelines and applicable contract language, the contract language prevails. Medical policy is not intended to override the policy that defines the member's benefits, nor is it intended to

dictate to providers how to direct care. Northwood Medical policies shall not be interpreted to limit the benefits afforded to Medicare or Medicaid members by law and regulation and Northwood will use the applicable state requirements to determine required quantity limit guidelines.

Northwood's policies do not constitute medical advice. Northwood does not provide or recommend treatment to members. Members should consult with their treating physician in connection with diagnosis and treatment decisions.

▼ References

Aetna: *Clinical Policy Bulletin: Pillows and Cushions*, Number: 0456
http://www.aetna.com/cpb/medical/data/400_499/0456.html

Applicable URAC Standard

Core 8	Staff operational tools and support
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Change/Authorization History

Revision Number	Date	Description of Change	Prepared / Reviewed by	Approved by	Review Date:
A	11-20-06	Initial Release	Rosanne Brugnani	Ken Fasse	n/a
01		Annual Review – no changes	Susan Glomb	Ken Fasse	12-2008
02	12-22-09	Annual Review- no changes	Susan Glomb	Ken Fasse	Dec.2009
03	11-19-10	Annual Review – no changes	Susan Glomb	Ken Fasse	Nov.2010
04	05-24-11	Added References	Susan Glomb	Dr. B. Almasri	
05	07-20-11	Added Important Note to all Medical Policies	Susan Glomb	Dr. B. Almasri	
06	11-16-11	Annual Review – no changes.	Susan Glomb	Dr. B. Almasri	Nov. 2011
07	04-03-12	Added references to NH Medicaid	Susan Glomb	Dr. B. Almasri	
08	11-28-12	Annual Review – No changes	Susan Glomb	Dr. B. Almasri	Nov 12

09	12-30-13	Annual review. No changes	Susan Glomb	Dr. B. Almasri	Dec. 13
10	11-24-14	Annual Review. No changes	Susan Glomb	Dr. B. Almasri	
11	11-03-15	Annual Review. No Changes.	Lisa Wojno	Dr. B. Almasri	November 2015