



RE: Important Update to Prenatal Visit Billing

October 2026

At Far Hills OB/GYN, we are committed to providing exceptional prenatal care while maintaining transparency regarding our billing practices. We are writing to inform you of an important change in how prenatal office visits are billed to your health insurance provider.

What Is Changing?

Historically, our practice has utilized a *global billing* method for maternity care, under which routine prenatal visits were included in the overall maternity billing process and submitted to insurance as \$0 line items. Effective **September 1, 2026**, our practice transitioned to billing prenatal office visits individually using Evaluation and Management (E/M) codes. This change reflects updated coding and reporting guidance from the American Medical Association (AMA) and the American College of Obstetricians and Gynecologists (ACOG).

Under this billing structure, prenatal visits are billed according to the medical complexity of the services provided:

- **CPT 99213 – Lower-Complexity Visit:** \$150 billed to insurance
- **CPT 99214 – Higher-Complexity Visit:** \$175 billed to insurance

How Does This Affect You?

The amounts listed above represent our standard charges submitted to your insurance company. **They do not necessarily reflect the amount you will be responsible for paying.** Your actual out-of-pocket costs will depend on your individual insurance benefits and how your insurance carrier processes these claims.

Depending on your coverage, prenatal office visits may now be subject to copayments, coinsurance, or deductible requirements.

What Should You Do?

We encourage you to contact your health insurance provider to better understand how this change may affect your coverage.

When speaking with your insurance representative, we recommend asking:

Will prenatal office visits billed under CPT codes 99213 and 99214 be subject to a copayment or coinsurance under my plan?

Will these visits apply toward my deductible?

Are there any specific maternity benefits or coverage provisions that affect how these visits will be processed?

Questions or Assistance

We understand that changes involving insurance and medical billing can raise questions. Our billing department is available to assist with questions regarding our billing procedures and the codes submitted to your insurance company.

Please contact our billing department at **937-435-6222, option 3.**

We appreciate your understanding as we implement this change and remain committed to providing you with the highest quality care throughout your pregnancy.

Thank you for choosing Far Hills OB/GYN and allowing us to be part of this important journey.

Far Hills OB/GYN, Inc.

Practice Administration & Billing Department