

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.

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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.

Northwood follows all CMS National Coverage Determinations (NCD) and Local Coverage Determinations (LCD), as applicable.

References

Aetna: *Clinical Policy Bulletin: Pillows and Cushions*, Number: 0456
http://www.aetna.com/cpb/medical/data/400_499/0456.html Last accessed and reviewed 11/05/25.

Change/Authorization History

Revision Number	Date	Description of Change	Prepared / Reviewed by	Approved by	Review Date:	Effective Date:
A	11-20-06	Initial Release	Rosanne Brugnoni	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	

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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	
12	11-17-16	Annual Review. No Changes.	Lisa Wojno	Dr. B. Almasri	November 2016	
13	11-10-17	Annual Review. No Changes.	Carol Dimech	Dr. C. Lerchin	November 2017	
14	11-08-18	Annual Review. No Changes.	Lisa Wojno	Dr. C. Lerchin	November 2018	
15	11-09-19	Annual Review. No Changes.	Lisa Wojno	Dr. C. Lerchin	November 2019	11-2019
16	11-5-20	Annual Review. No Changes.	Carol Dimech	Dr. C. Lerchin	November 5, 2020	November 5, 2020
17	11-16-21	Annual review. Added NCD, LCD verbiage to "Important Note".	Carol Dimech	Dr. C. Lerchin	November 16, 2021	
18	11-03-22	Annual Review. No Changes.	Lisa Wojno	Dr. C. Lerchin	November 3, 2022	
19	11-2-23	Annual Review. No Changes.	Carol Dimech	Dr. C. Lerchin	11-2-23	11-2-23
20	11-5-24	Annual review. No changes.	Carol Dimech	Dr. C. Lerchin	11-5-24	11-5-24
21	11-5-25	Annual review. No changes.	Carol Dimech	Dr. C. Lerchin	11-5-25	11-5-25