

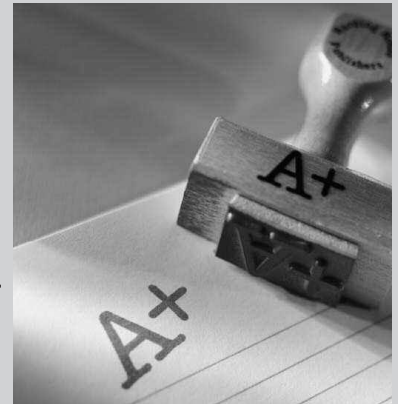
Optima Fast Facts

An update for Optima Health broker partners

Another A+ for Optima Health Plan!

Optima Health Plan has earned an A+ rating based on reliability for members and business performance from TheStreet.com (formerly Weiss Ratings Agency), a website providing nationwide analysis on healthcare and other industry sectors.

The A+ rating is the highest grade possible from TheStreet.com ratings and places Optima Health Plan in an elite group of only 33 health insurance companies representing the top 6.1% of the healthcare industry.



For more information on this honor, please visit www.thestreet.com/ratings.

OPTIMA HEALTH IPOD CONTEST STILL UNDERWAY--BUT NOT FOR LONG!

For a limited time, Optima Health is still giving away an iPod every month to encourage members to register at www.optimahealth.com!

Members, 18 or older, that register will have access to web tools that will help them save time, money and, most of all, get the most out of their plan benefits.

The web tools alone are reason to register but, if members act quickly, they will be automatically entered into the iPod drawing for the month in which they register!



The contest can't last indefinitely, however, in fact, when 2007 ends, so will the giveaways. Please remind Optima Health members to register as soon as possible!

Some restrictions apply. Complete rules are available at www.optimahealth.com!

WWW.OPTIMAHEALTH.COM

**Questions about Optima Fast Facts?
Call 757-687-6030**

We welcome any questions you may have about items in this update.

Pharmacy Changes

for plans with pharmacy benefits administered by Optima Health

The purpose of the following is to communicate pharmacy changes effective October 1, 2007:

Drug Name	Purpose	Tier* Effective 10/1/07	Change Effective 10/1/07	Tier 1 & 2 Alternatives
Tekurna (aliskiren)	Used in the treatment of hypertension.	Tier 3 (formerly Tier 4)	Will require a step-edit for all new prescriptions filled after October 1 st . Must have tried and failed a generic ACE-inhibitor and a preferred ARB.	lisinopril – Tier 1 captopril – Tier 1 Diovan (valsartan) – Tier 2 ^{PA} Hyzaar (losartan/HCT) – Tier 2 ^{PA} Cozaar (losartan) – Tier 2 ^{PA}
Coreg CR (carvedilol sustained-release)	Used in the treatment of hypertension and heart failure.	Tier 4 (no change)	Will require a step-edit for all new prescriptions filled after October 1 st . Must have tried and failed immediate release Coreg.	Coreg (carvedilol) – Tier 2
Invega (paliperidone extended-release tablet)	Used in the treatment of schizophrenia.	Tier 4 (no change)	Will require a step-edit for all new prescriptions filled after October 1 st . Must be intolerant to immediate release risperidone and tried and failed another atypical antipsychotic.	Risperdal (risperidone) – Tier 2
Januvia (sitagliptin)	Used in the treatment of type II diabetes mellitus.	Tier 3 (formerly on 4)	Will require prior authorization only on new prescriptions filled after October 1 st	metformin- Tier 1 glypizide – Tier 1 glyburide – Tier 1 Actos (pioglitazone) – Tier 2 Avandia (rosiglitazone) – Tier 2
Janumet (sitagliptin/ metformin)	Used in the treatment of type II diabetes mellitus.	Tier 3 (formerly on 4)	Will require prior authorization only for new prescriptions filled after October 1 st	metformin- Tier 1 glypizide – Tier 1 glyburide – Tier 1 Actos (pioglitazone) – Tier 2 Avandia (rosiglitazone) – Tier 2
Tykerb (lapatinib)	Used in the treatment of breast cancer.	Tier 4 (no change)	Will require prior authorization for all new prescriptions filled after October 1 st	None
Veramyst (fluticasone furoate)	Used in the treatment of seasonal and perennial allergies.	Tier 4 (no change)	Will require a step-edit for all new prescriptions filled after October 1 st . Must have tried and failed the use of generic Flonase.	Flonase (fluticasone propionate) – Tier 1 Nasonex (mometasone) - Tier 2

***FOR GROUPS WITHOUT A FOUR-TIER PHARMACY PLAN, DRUGS LISTED AS MOVING TO TIER 4 WILL REMAIN AT TIER 3.**

PA THESE ALTERNATIVE MEDICATIONS REQUIRE PRIOR AUTHORIZATION FROM THE PLAN.

PRIOR AUTHORIZATION FORMS WILL BE AVAILABLE THROUGH THE PROVIDER PORTAL OF OPTIMAHEALTH.COM ON OCTOBER 1ST.

IF YOU HAVE QUESTIONS OR COMMENTS REGARDING THESE CHANGES, PLEASE CONTACT YOUR ACCOUNT EXECUTIVE.

Making It Easier. Making It Better.

We want you to know that we are striving everyday to make our health plan even better and build our reputation as easy to do business with. Here is the latest way we are “*Making It Easier. Making It Better.*”

Keep visiting www.optimahealth.com for the latest additions to the “*Making It Easier. Making It Better.*” section!



Making it
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.....
Making it Better.

New Enrollment Services Available!

To allow our Enrollment Department to better manage workflow and provide the ongoing exceptional service to our customers, two new mail boxes have been established for use. Please use the respective mailbox in lieu of emailing a specific individual as you may have done in the past.

For groups with 2-99 eligible employees: small_group_enrollment@sentara.com

For groups with 100 or more eligible employees: large_group_enrollment@sentara.com

Please contact your Account Executive with questions.

Staff Access to Protected Health Information

Optima Health recognizes the importance of your team and their need to access Protected Health Information (PHI) on behalf of the agency. To allow all appropriate staff to access PHI necessitated by their job functions, Optima requests that an officer of your agency sign the HIPAA agreement regarding staff PHI found online at www.optimahealth.com authorizing a member or members of your staff to access PHI for their groups. The authorizing officer should sign the agency name as well as their own name and title on the agreement, to effect the general consent.

Please return the signed agreement to:

Kimberly Beland at 4417 Corporation Lane, Virginia Beach, VA 23462 or by fax to 757-687-6031.

If you have any questions regarding this request, please contact your Account Executive.

Seeing too many options when adding plans to a quote in eBroker?

COMING SOON! To facilitate the selection process, eBroker is being modified to display the plans in an aggregate view by plan type!

Just clicking on the “+” sign will open the set of plans and select what plans you want to quote, then clicking on the “+” sign again will open the next set of plans – when you are done choosing plans, selecting “Update Quote” on the bottom of the page will allow you to continue as normal.

Look for this change in September!

Process update concerning Optima Health members

While in the process of simplifying our small group application protocol, Optima Health will include a statement describing our pre-existing condition exclusion with member applications, for **members in groups of size 2-14 eligible employees** effective immediately.

This will eliminate the need to send each member an individual letter regarding pre-existing conditions after enrollment.

The statement will also be posted to eBroker for your convenience. Please send the one-page pre-existing exclusion statement with any enrollment applications you may distribute to **members in groups of size 2-14**.

PLEASE NOTE: This is not a change to our pre-existing condition policy; rather it is a change to the notification process we use for those plans where pre-existing rules apply.

Once our internal revision of and redistribution of the small group application itself is complete, no additional documentation will be required and we will notify you accordingly.

Thank you for your cooperation and please contact your Account Executive if you have questions.

Peninsula/Northern Virginia News

Sentara Williamsburg Regional Medical Center – Celebrates Its First Year

Building a brand-new hospital was just the beginning!

Sentara Williamsburg Regional Medical Center celebrates its first year of providing advanced quality health care to the region.

For more about Sentara Williamsburg Regional Medical Center, go to www.sentara.com/Sentara/HospitalsFacilities/Hospitals/Williamsburg.



Optima enters Fredericksburg market

If you're driving through Fredericksburg this month, you'll see new billboards announcing Optima's arrival in that marketplace with commercial products. Radio ads aren't far behind!

Other markets scheduled for fall launches are the Emporia/Greensville and Charlottesville/Rockingham areas. Roanoke and Lynchburg are slated for early 2008. No doubt about it, Optima is on the move!