

Optima Fast Facts

An update for Optima Health broker partners

Partners in Pregnancy Wins National Award for Disease Management

Optima Health's three-year-old program to improve prenatal care for women has won a national award from the Disease Management Association of America (DMAA). *Partners in Pregnancy* has brought significant reductions in admissions to neonatal intensive care units (NICUs), in lengths of stay for babies in NICUs and in the costs of hospitalizations.

Partners in Pregnancy targets women at risk for premature births and low birth weight babies. A multi-disciplinary team coaches them through their pregnancies with intensive telephone contact and home visits which encourage good prenatal behavior and regular physician checkups. "This kind of program can greatly reduce taxpayer costs for Medicaid, while improving the health of newborns," says David Levin, M.D., founder and medical director of the program. "We estimate a savings of \$6.3 million in hospital costs and 5800 days in NICU avoided during a 21 month survey period."

Optima Health Offers Unique, New Health Plan



Optima FourSight
Big Coverage. Little Price

Optima FourSight is a new health plan that gives small businesses the best of both worlds. This deductible plan is unique because it allows covered members to receive benefits before their deductible is met, yet it cost less than most of Optima Health's HMOs.

This plan offers a cost savings component to help control premium costs, up-front benefits for health plan members, a deductible for services not covered under the up-front benefit, and protection from the unexpected. This PPO plan is truly big coverage for little price.

Visit optimahealth.com or call your Account Representative for more information.

Optima Health Rated A- (Excellent) by Weiss Rating Agency

Optima Health Plan has received its first 'A' rating from Weiss Ratings, Inc., one of the most respected health plan rating agencies in the nation. The A- rating places Optima Health on the Weiss Recommended List of companies, an elite group of 98 HMOs representing the top 19% of health plans.

"This is a breakthrough," says Michael M. Dudley, President of Optima Health. "In three years of quarterly measures, we've steadily improved Optima's Weiss ratings from a 'C' to the current 'A-'." Dudley adds, "This rating means consumers choosing Optima can rest assured we'll be there when they need us." Optima Health was the only HMO in Virginia to receive an 'A' rating during this survey.

**Reminders:
PharmaCare Serves as Our
Prescription Mail Service**

PharmaCare Direct is now Optima Health's prescription drug mail order service.

Information on how and why to use prescription mail order, as well as any necessary forms, are available at www.optimahealth.com.

**Sentara and Optima are now
Optima Health**

On July 1, Sentara and Optima united under the name "Optima Health." This name reflects our commitment to our members' health.

ASH-Networks Reminder

All PPO members and HMO/POS members with the chiropractic rider will have access to the national ASH network for care beginning in January.

PPO Network Reminder

Don't forget that Optima health has recently expanded our PPO network by partnering with CCN. In Premier PPO plans, when members travel nationwide, their health coverage goes with them. Members just need to be sure to show their Optima Health member ID card and follow plan procedures to ensure coverage.

**Ensure Applications are Complete,
Accurate**

Take a minute to ensure that all applications are filled out completely and accurately to avoid delays and possible denial of coverage. Also ensure that applications have correct medical information.

Taking this extra few minutes to ensure accuracy will go a long way toward speeding up the process and protecting your client.



Pharmacy Updates

During a recent Pharmacy and Therapeutics Committee meeting, several changes were made that will go into effect April 1, 2005:

- ✓ The antidepressant Zoloft® was changed from a Standard (second tier) level to a Premium (third tier) level.
- ✓ The antidepressant Lexapro® was changed from a Standard (second tier) level to a Premium (third tier) level.

Revised Cancellation Policy

Our cancellation policy allows groups to be reinstated when full premium payment, plus any past due premium, is received by the 15th of the month. Also, our new policy allows groups to be reinstated after three cancellations for non-payment when the group pays back due premiums and enrolls in Auto Debit. Contact your Account Representative for more information on our Auto Debit program.

Did You Know....

- ◆ After Hours Nurse Triage assisted 137,000 members in 2003?
- ◆ Optima Health offers a larger choice in physicians than Anthem, Cigna or MAMSI?

Sources: Sentara Health Plans, Inc. After Hours Nurse Triage records and 2002/2003 Provider Directory comparison.