

Optima Fast Facts

An update for Optima Health broker partners

OBICI HOSPITAL MERGER WITH SENTARA HEALTHCARE RECEIVES REGULATORY CLEARANCE

Obici Health System in Suffolk and Norfolk-based Sentara Healthcare have received clearance from federal and state regulatory bodies and anticipate that their planned merger will become effective April 1, 2006. The legacy of hospital founder Amedeo Obici will live on in its new name, Sentara Obici Hospital. "This merger will ensure that quality healthcare will be a part of the Suffolk and western Tidewater area for generations to come as the Obicis had intended," remarked David Bernd, Sentara Healthcare CEO. "Sentara Home Care already serves many patients in the Suffolk area and more than 400 Sentara employees call Suffolk home. We look forward to being a greater part of the community."

Sentara sees 'Pivotal' changes

Shortens Sales Cycle by 50 Percent; Achieves 93 Percent Customer Retention Rate

Sentara has improved broker effectiveness, streamlined its' sales cycle, added new members and reduced administrative waste with Pivotal Healthcare Insurance.

Using the Pivotal system, Sentara can now manage the entire sales cycle from lead to contract using the same application. By reducing the number of times a Sentara employee or broker has to perform a paper-based, manual administrative task, Sentara has greatly reduced the stapling, rerouting and filing time associated with a paper-based system. Add to this, the speed of electronic communication between sales, administration and underwriting, and Sentara has reduced the average length of time it takes to turn a quote into a sold group plan by a full 50 percent. In fact, since deploying the system in Sentara has:

- Added 5000 new health plan members
- Reduced the average sales cycle from 10 days to 5
- Increased the number of quotes generated by 30 percent in a single year while converting 18 percent more quotes into completed sales
- Freed up 10 percent more time for brokers and salespeople to be out in front of prospects
- Achieved a 93 percent member-retention rate

Find out more at www.pivotal.com/newsroom/press_release.asp?NID=372

Optima Health earns another A+!

Optima Health Plan has again been graded 'A+' by WeissRatings, Inc. and listed as one of the 14 Strongest HMOs in the nation, the only HMO in Virginia to receive this honor. This is third consecutive rating of 'A' or above for the Plan and the second 'A+' in a row. Visit www.weissratings.com/HL_Health.asp for the full list of Strongest HMOs.

Verispan places Sentara among Top 100!

Sentara Healthcare ranks 3rd among the Top 100 integrated health care networks in the nation, according to Verispan, a respected healthcare information provider whose annual survey is published in *Modern Healthcare* magazine. Sentara Healthcare is the only organization to be in the top 10 since the IHN 100™ survey's inception.

Read more at www.optimahealth.com.

P&T News

Prilosec[®]

March 1, 2006, Prilosec OTC (over-the-counter) was added to the Preferred and Standard Drug List. As a result and also effective March 1st, Optima Health now requires members to try a 30-day supply of Prilosec OTC before using any of the other brand name PPIs (Nexium, Aciphex, Prevacid, Zegerid, Protonix). This change allows the Plan to ensure that members are continuing to receive excellent care but with the most cost-effective therapy.

Selective serotonin reuptake inhibitors (SSRI) / Serotonin-norepinephrine reuptake inhibitor (SNRI) change

The Optima Health P&T Committee recommended and approved that selected generic drugs be tried before moving to a single source branded agent for all new prescriptions written after April 1, 2006. All members currently taking one of these medications will be "grandfathered" in based on an automated internal system review for each drug.

Affected medications are **Paxil CR, Zoloft, Lexapro, Effexor XR, Cymbalta and Wellbutrin XL.**

Enbrel[®]

The P&T Committee has also recognized Enbrel (entanercept) as the agent of choice and as being safe and effective for the treatment of rheumatoid arthritis and psoriasis. For new prescriptions written after April 1, 2006, a trial of Enbrel will be required before moving to one of the agents listed:

Amevive, Humira, Kineret, Orencia or Raptiva.

Tier Changes

As a reminder of Optima Health's recent communication regarding drug tier changes, Testim and AndroDerm have moved from the 2nd tier to a 3rd tier copay, as of March 15th. Byetta, Lyrica and BiDil have all moved from the 3rd tier to a 4th tier copay, if applicable, as of March 15th.

If you have any questions regarding these updates or tier changes, please call Pharmacy Authorizations at 757-552-7540, option 4, option 5 or 1-800-229-5522.

HCA Hospitals and Facilities are Non Participating

Please be advised that Hospital Corporation of America (HCA) hospitals and facilities are not currently participating with Optima Health Plan's commercial products. HCA hospitals continue to participate in the network for Optima Family Care.

Letters have been mailed advising Richmond area physicians to refer and direct Optima Health Plan commercial members to participating facilities within the Optima Health Network. This will ensure that Optima members receive quality care while avoiding the higher costs associated with non-participating facilities.

Optimahealth.com passwords are now case-sensitive!

Users must now enter their password exactly as it was created in order to sign in to the secure sections of optimahealth.com. If you are a new user to the secure employer section, remember to enter the username and password exactly as you receive it, using either uppercase or lowercase letters or a combination of the two.

If you change your password and have trouble immediately accessing the Web site, wait a few minutes and try again or close the browser completely, and sign in again with your new password.

For self-service password changes, click on the VISIT CHANGE PASSWORD link on the sign in page. You will be offered an option to enter your secret question/secret answer and reset your own password. Please keep in mind that the secret answer is also case sensitive and that, while passwords can be changed, user names cannot.

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

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