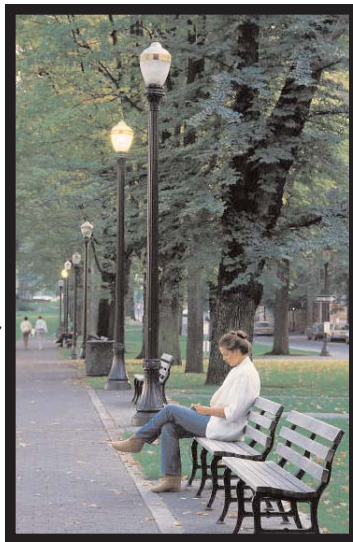


Optima Fast Facts

An update for Optima Health broker partners

Sentara Princess Anne Health Campus

Founded more than 117 years ago, Sentara Healthcare is a not-for-profit organization nationally distinguished as a frontrunner in medical advances and leader in quality and patient safety. This means something for patients. Sentara patients received the region's first heart catheterization and lifesaving, open-heart surgery. Intensive care patients-and their families-rested easier when



Sentara launched the nation's first e-ICU[®]. Heart patients began recovering faster as Sentara brought minimally invasive heart valve surgery first to the area.

Now, Sentara is bringing this level of innovation to one of its most exciting and necessary projects-Sentara Princess Anne Health Campus.

After waiting a full two years to break ground, allowing the city time to build its new athletic complex, Sentara Princess Anne Health Campus will emerge where few health care services exist today. Within reach of nearly half of the city's expected population in just three years, the future-ready medical complex will integrate seamlessly with nearby recreational, educational, and business

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Pharmacy News

■ Beginning September 1, 2005, all prescriptions for the Cox-II drug, Celebrex[®] will require prior authorization and will not process without this authorization. This also applies to any existing prescriptions with remaining refills. Recently, the Food and Drug Administration removed two of the three Cox-II drugs (Vioxx[®] and Bextra[®]) from the market. Celebrex[®] is the only remaining Cox-II drug. Due to this fact, Optima Health's Pharmacy and Therapeutics Committee has carefully evaluated Celebrex[®], including recent literature on its safety, and has recommended that Celebrex[®] be used cautiously. Members currently taking Celebrex[®] will be receiving letters notifying them of this change and that Celebrex[®] will remain a premium tier (tier 3) drug and that authorization will not change the existing and associated copay.

■ Effective September 1, 2005, Optima Health members who use injectable and biotech medications will be restricted to pharmacies that agree to participate in our new Specialty Network. Physicians currently have the option of ordering their specialty drugs from our specialty drug provider, PharmaCare Specialty Pharmacy for use in their offices. However, members also self-inject their medications at home. Optima Health will expand PharmaCare's services to offer a broad range of injectable medications to members by mail. In addition, retail pharmacies that agree to provide the same services as our specialty pharmacy will be allowed to participate in the specialty network. This new specialty network offers members added convenience as well as many new benefits. Optima Health is currently contracting retail pharmacies for the Specialty Network. A detailed list of all participating pharmacies will be available after August 1, 2005. For questions, regarding these changes, please contact your Account Representative.

**Sentara Princess Anne Health Campus
(cont.)**

facilities. Pedestrian-friendly streetscapes and landscaped features are planned for outdoor enjoyment, and on-campus retail venues will only add to the conveniences of this complete medical campus. The two, 65,000 sq.ft. medical office buildings expected to open in mid 2006 launch development and provide the cornerstone to Sentara Princess Anne Health Campus.

First to the campus will be primary and specialty physician offices, a comprehensive cancer center, outpatient imaging and laboratory services, physical therapy, and emergency services. Later, a family wellness and recreation center through Sentara's partnership with the YMCA will emerge to enhance the area's strong families. An outpatient surgery center, Sentara Heart Center, and a hospital will ultimately follow.

Go online for groundbreaking photos at www.sentara.com/princessanne and follow the progress as the campus develops!

Sentara's EAP Program

Employee productivity is a concern for all employers no matter what size. Absenteeism is the first thought that most people have when discussing productivity, but what about the employee who is at work and is not getting the job done. "Presenteeism" is a significant concern for many companies. An employee who is depressed cannot work to full capacity. An employee who is worried about a child's behavior or the care of an elderly parent is not focused on their work. This behavior will affect productivity and may even affect the safety of the employee and others who work nearby.

Employee Assistance Programs are designed to deal with such issues. Sentara EAP offers a unified program of education, intervention and counseling for personal and work related issues. For more information visit our website at www.sentarabehavioralhealth.com or call 757-552-7500 or toll-free at 1-800-899-8174.

Stay Heart Healthy!

Mark your calendars! The next "Healthy Heart" program begins in September. This integrative program combines nutrition teaching, stress management skills, and Yoga in a powerful program to develop a healthier lifestyle and decrease the risk of heart disease. The program is free to all Optima, Healthy Edge, and Sentara insured members and \$50 to all others.



For questions, call Susan Tweed, M.S., R.N. @ (757) 455-7236 or E-mail satweed@sentara.com.

Did You Know.....Start with an Optima Premier PPO high-deductible health plan. Combine it with the tax advantages of a government-approved Health Savings Account (HSA), and you've got a truly revolutionary option to rising healthcare coverage costs. Go to the Broker page at www.optimahealth.com to find out more!

