
For Immediate Release

Date: August 24, 2011

Contact: Becky Lawson, (757) 552-7304, rrlawson@sentara.com, cell (757) 292-5500, or
Media Pager (757) 671-4971

**Optima Health Expands
Into Southwest Virginia Market**

Virginia Beach, VA – August 24, 2011 – Beginning October 1, 2011, [Optima Health](#) will expand into the southwest Virginia, Roanoke and surrounding communities, offering Individual and Commercial health plans.

“We are thrilled to be expanding into the southwestern part of the state,” states Michael M. Dudley, President and CEO. “Optima Health has been a strong player in the health plan market in eastern and central Virginia for more than 25 years. Our intention is to provide the same great products and services to customers in southwest Virginia. We have a strong network of physicians and hospitals in this area and we look forward to serving the businesses and people of this area.”

Optima Health will operate an office in Roanoke beginning in October 2011. Sales will begin September 1, 2011 for an October 1, 2011 effective date.

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About Optima Health

Optima Health provides health insurance coverage to more than 430,000 members throughout Virginia. With 25 years of experience in the health insurance arena, Optima Health offers a suite of commercial products including consumer-directed, employee-owned and employer-sponsored plans, individual health plans, employee assistance programs and plans serving Medicare and Medicaid enrollees. Our provider network features 15,000 providers including specialists, primary care physicians and hospitals across Virginia. Optima Health offers programs to support members with chronic illnesses, customized wellness programs, and integrated clinical and behavioral health services as well as pharmacy management – all to help our members improve their health. Our goal is to provide better health, to be easy to use and offer services that are a great value. To learn more about Optima Health, visit www.optimahealth.com, or find us via social media at Twitter www.twitter.com/optimahealth, Facebook at www.facebook.com/optimahealth, LinkedIn at www.linkedin.com/company/optima-health.