

NETWORK NEWS

Easy to do Business With!

Making it
Easier.
Making it Better.

Do you know the great advantages of the Optima Medicare Preferred Plan?

Optima Medicare Preferred provides participating physicians with several important advantages over the standard Medicare program.

Advantages include:

- Participating physicians are paid at 100% of the Medicare rate PLUS the \$10 office visit co-pay.
- Optima Medicare Preferred is a PPO and has reduced paper work, no referrals required.
- Reduced number of bills sent out since Optima pays for basic and secondary benefit coverage.
- Physicians are paid faster since they do not have to coordinate payments between Part B, the secondary payor and the patient.
- Less practice bad debts since this coverage is prepaid and physicians do not have to bill the patient.
- Drug coverage is often included.
- Aging commercial patients will be able to continue with their current physician and maintain continuity of care.

Please contact your Network Educator at 877-865-9075 for more details.

Sentara Breaks Ground On Medical Complex in North Suffolk

Community Groundbreaking Ceremony: March 21 at 9:00 a.m.

- ◆ The groundbreaking ceremony marks the launch of the Sentara BelleHarbour health complex fronting Route 17 near the Bennett's Creek area of Northern Suffolk.
- ◆ Plans for the 20-acre health complex include a complement of health care services for the entire family housed in 3 buildings totaling 180,000 square feet, where few immediate care services exist today.
- ◆ First to open will be an approximately 75,000 s.f., three-story building with 24-hour emergency department, advanced diagnostic imaging services, laboratory services, physical therapy, a sports medicine center, and an array of primary and specialty physician offices.
- ◆ Walk-in patients will be treated by Emergency Physicians of Tidewater, the same board certified emergency physicians supporting other Sentara hospitals.
- ◆ The campus, located in one of the fastest growing areas of the city, will be within reach of an estimated 100,000 residents.
- ◆ Convenience and efficiency are central to the campus design from the placement of services to planned on-site retail venues.
- ◆ The anticipated opening of Building I of Sentara BelleHarbour is Spring 2008.

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Pharmacy Update Effective 05/15/07

Remaining on 3rd tier:

Marinol (dronabinol) - This drug is used in the treatment of chemotherapy-associated nausea and vomiting refractory to other antiemetic(s); also to treat AIDS-related anorexia. **New quantity limit of 30/month.**

Moving from tier 3 to tier 4:

Cesamet (nabilone) - This drug is used for the treatment of nausea and vomiting associated with chemotherapy. **New quantity limit of 15/month.**

Remaining on 4th tier:

- **Fentora** (fentanyl, buccal) - Used for the management of breakthrough pain in patients with cancer. A step-edit for Actiq will be added for all prescriptions filled after 5/15/07.
- **Opana** immediate & extended-release (oxymorphone) - Used for the relief of moderate to severe acute pain where the use of an opioid is appropriate. **Now requiring prior authorization.**



If you have questions or comments regarding these changes, please contact your Network Educator.

Sentara Unveils Region's First Cardiac CT Scanner

Opens New Doors for Diagnosing Heart Disease-



In January 2007, Sentara unveiled the GE LightSpeed VCT, the region's fastest and most accurate CT scanner at the Sentara Heart Hospital, the area's only dedicated heart-imaging center. Now within seconds, physicians at Sentara can rule out (or in) serious heart conditions without surgery or an invasive

procedure. Previously, a look into the heart came during an invasive heart catheterization for a patient at high risk of heart disease. Now, using this state-of-the-art instrument, thousands of crystal clear images of the heart and its vessels are possible.

Coming Soon - Region's Only Dedicated Cardiac MRI!

Cole Managed Vision is now EyeMed Vision Care!



Cole Managed Vision (CMV) and EyeMed Vision Care have integrated into one stronger, "Better Together" managed vision care company. All operations have been transitioned to the EyeMed Vision Care headquarters in Cincinnati, OH*. The synergy resulting from the integration of CMV and EyeMed will result in even more vision care choices for our customers.

*Existing telephone numbers will not be affected.

For more information about the integration, please go to the plan website, www.optimahealth.com or visit www.eyemedvisioncare.com/docs/IntegrationQA.pdf.

Coding Corner

This section is dedicated to providing the most up-to-date Optima Health coding and billing information. Please contact our Provider Relations department with questions.

Optima Medicare PPO

- Remittance Advices will indicate member copay amounts beginning with claims received for payment on or after January 4, 2007.
- Member EOBs will reflect the Medicare PPO copay amount due to the provider beginning January 18, 2007.
- CPT codes included in the following ranges will allow the provider to collect and keep the \$10 copay from the member in addition to the full Optima payment:
99201-99205; 99211-99215;
99241-99245; 99324-99328;
99334-99337; 99341-99350;
99381-99387; 99391-99397



OB Providers

For claims paid outside the global (600 series complications of pregnancy or UTIs, URIs, etc) and billed with the 25 modifier, please bill the medical Dx as primary. If billed with "supervision of pregnancy, it will be denied D64 (included in global).

Effective 2/1/2007

PCP pre-op consults will only be covered if billed with one of the following diagnosis codes:

- V72.81 pre-op cardiovascular exam
- V72.82 pre-op respiratory exam
- V72.83 other specified pre-op exam
- V72.84 unspecified pre-op exam

Optima Health National Provider Identifier (NPI) Update Form

As the National Provider Identification (NPI) deadline approaches, we ask that our provider partners complete and return this National Provider Identifier (NPI) Update Form. By completing and returning this form you are taking steps to ensure uninterrupted business operations between your organization and Optima Health during the conversion to NPI.

A few important notes about this process:

- The NPI is in response to the Health Insurance Portability and Accountability Act's (HIPAA) requirement for a standard, 10-position unique identifier for healthcare providers that goes into effect on **May 23, 2007**.
- The NPI will replace health care provider identifiers in use today in HIPAA standard transactions by **May 23, 2007**.
- All healthcare providers who are HIPAA-covered entities must obtain a NPI to identify themselves in HIPAA standard transactions by **May 23, 2007**.
- Please complete the attached form in its entirety and fax to 757-552-7576 or 1-866-751-7645.
- Your information will be kept confidential and will only be used for business purposes.
- If you need additional space to register multiple NPIs, please complete and submit additional forms.
- If your contract and payments are at the group level, you must obtain a group NPI as well as any required individual NPI numbers. Solo practices must obtain an individual and group NPI if they are incorporated. If they are not incorporated, they must obtain only an individual number.
- Visit the following web sites to obtain more information on obtaining the NPI number.
<http://www.cms.hhs.gov/NationalProvidentStand/>
<https://nppes.cms.hhs.gov/NPPES/Help.do?topic=ContactInformation>

To comply with the federal mandate and maintain a consistent, uninterrupted business relationship with us, we ask that you complete and return this form after you receive your NPI. This will allow us to register your NPI and update our systems accordingly.

If you have questions, please contact your respective Network Educator at 757-552-7085 or toll free 1-877-865-9075.



Please complete this form in its entirety and fax to 757-552-7576 or 1-866-751-7645.

BASIC INFORMATION

ORGANIZATION TYPE

Type 1 Individual NPI: Individual who renders healthcare

First Name	MI	Last Name	Tax ID	Optima Health Provider #	NPI #	Taxonomy Code

Type 2 Group NPI: Organization that renders healthcare or a subpart of an organization that renders healthcare

Group Name	Tax ID	Optima Health Vendor #	Street Address	City	St	Zip	NPI#

Registrant

Registrant is the person filling out this form. Please provide your name and contact information.

First Name	Last Name	Title	Phone Number	Fax Number

* Information on provider taxonomy codes is available at www.wpc-edi.com/taxonomy.

* Information on obtaining a NPI is available at <http://www.cms.hhs.gov/NationalProviderStand/>

If you have questions, please contact your Optima Network Educator at 757-552-7085 or toll free 1-877-865-9075.

Optima Health Provider Survey 2007

Optima Health Survey – 2007

1. Practice Name: _____
2. Practice Type: Primary Care _____ or Specialty _____?
3. Are you a member of the Clinical Staff (M.D., P.A.R.N., etc.)? _____
4. Are you a member of the Administrative Staff (Administrator, Office Manager, Biller, etc.)? _____

Network Newsletter

5. Please rate the Optima Health Network Newsletter on each of the following traits:

	Excellent = 1	Good = 2	Average = 3	Poor = 4
a. Content	1	2	3	4
b. Layout	1	2	3	4
c. Overall Impression	1	2	3	4

6. Where is your office located?
 - a. Hampton Roads – Southside
 - b. Hampton Roads – Peninsula
 - c. Central Virginia (Richmond Area)
 - d. Community Health network areas, please specify: _____
7. How do you use the 'Network News' Provider Newsletter?
 - a. Read it
 - b. Glance over it
 - c. Distribute it
 - d. Do not read it
8. Is the newsletter helpful?
 - a. Always
 - b. Sometimes
 - c. Never
9. Please rate the frequency of the publication.
 - a. Just about right
 - b. Too frequent
 - c. Not frequent enough
 - d. Suggested timing: _____
10. How would you prefer to receive the newsletter?
 - a. Mail
 - b. Fax
 - c. Web Site
11. What Sections/Features of the Newsletter do you find most helpful?
 - a. Coding Corner
 - b. Pharmacy
 - c. Updates
 - d. Other: _____

OptimaHealth.com

12. How satisfied are you with the user friendliness of our web Site?
 - a. Very Satisfied
 - b. Satisfied
 - c. Not Satisfied
13. What functions would you like to see added to the Web Site?

14. How can we improve the Web Site?

Miscellaneous

15. Do you have Internet access in your office?
 - a. Yes
 - b. No
16. How would you prefer to receive updates from Optima Health (Provider Reference Manual, Clinical Guidelines, etc.)?
 - a. on CD
 - b. via the web
17. Did you attend one of our recent Provider Seminars?
 - a. Yes
 - b. No
18. Did you find the information from the seminars useful?
 - a. Yes
 - b. No
19. If you wish to be contacted, please put your name, position, practice name and telephone number here:

20. How can Optima Health improve it's service to you and your practice?

Your opinion matters! Please complete this survey and fax to 757-687- 6111.
Thank you

Online Registration for Provider Connection Tools

Provider Connection is Optima Health's suite of secure self-service transactions for providers--and now registration for Provider Connection is easier than ever! Simply visit optimahealth.com and complete the online application.

Once you are a registered Provider Connection user, you can:

- Check Member Eligibility
- View Referral Submission and Check Referral Status
- View Authorizations
- View Detailed Claim Status
- View Remits and Pend Reports
- View PCP Membership Reports
- Create Referrals (Primary Care Physicians)
- Create Total OB Authorizations
- Download Optima Health Documents

To get started, visit optimahealth.com, select the Provider role and choose "Sign Up for Provider Connection." You will be prompted to complete the Optima Health Provider Connection Enrollment Form.

Once the form has been submitted and verified, a member of our Network Management team will contact you with your username and password for Provider Connection.

Providers who are registered on MDOffice can access Provider Connection through the "Health Plan Information" link available on MDOffice.

What are you waiting for? Register for Provider Connection today!

Sentara Princess Anne Update

Sentara Princess Anne, near the intersection of Princess Anne and Dam Neck Roads, has become a destination where few health services were previously offered. In addition to 24-hour emergency care, the campus provides advanced imaging capabilities, a retail pharmacy, full service laboratory, and a newly opened cancer center.

The comprehensive cancer center on campus is a partnership between Virginia Oncology Associates and Sentara. At the Advanced Imaging Center, subspecialty radiologists can interpret CT scans or MRIs for speedy diagnosis. Patients can also be scheduled quickly for ultrasounds, x-rays, mammograms, and bone density studies.

Early in 2007, an ambulatory surgery center, offices for Atlantic Orthopaedics Specialists, Orthopaedic Associates of Virginia, and Sentara Physical Therapy will be added. Future plans include additional medical office buildings and a state-of-the-art hospital. With each addition, health care is truly coming home to southern Virginia Beach. For more information about Sentara Princess Anne, visit www.sentara.com/princessanne or call 1-800-SENTARA.

Nightingale Turns 25

It is an icon in the community, a life-saving asset and Sentara's goodwill ambassador. February marked Nightingale's 25th anniversary, having flown more than 14,000 critically ill and injured patients since 1982. While many people think it's just for trauma, about 55% of Nightingale flights are inter-hospital missions with critically ill cardiac patients, cranial bleeding cases and fragile infants going to CHKD. We are proud to maintain this service which characterizes Sentara's not-for-profit mission and our distinction as the most sophisticated and integrated health care system in the region.



Richmond/Peninsula Updates

Sickle Cell program grows to Richmond area

The home-based Sickle Cell treatment program pioneered by EVMS and Sentara Home Care Services is growing into the Richmond area as Sentara Home Care expands to the Central Virginia marketplace. Talks are underway for Medical College of Virginia to provide clinical services similar to EVMS. The program has reduced Emergency Department visits and hospitalizations for almost 100 Sickle Cell patients in Hampton Roads so far.

Sentara Health and Preventive Services Expand to Richmond

Sentara Health and Preventive Services has expanded its services to the Richmond metropolitan area providing individual and group programs to improve health and prevent disease. Located in the Optima Health office at Santa Rosa Road, Richmond, services include health screenings, self-learning programs, flu shots, and educational opportunities.

Health plan members, employer groups, providers, Sentara employees and the community at large now have health screenings and health education available in the Richmond service area.

Sentara School of Health Professions on Peninsula

Long regarded as a high quality provider of clinical education, Sentara Norfolk General Hospital School of Nursing - part of the Sentara School of Health Professions - is extending its program to the peninsula.

Beginning in the Fall of 2007, the School will offer its program via distance learning at the ODU Peninsula Higher Education Center in Hampton, Virginia.

The classroom component of the RN program will be broadcast live from the Sentara School of Health Professions. Students at ODU's Peninsula Higher Education Center will have the ability to interact real-time with Sentara instructors and students at the School's flagship location in the Greenbrier section of Chesapeake, Virginia.

The traditional RN program is 22 months in length and is composed of lecture and skills laboratory experiences and clinical experiences 4-5 days per week. While lecture and skills lab experiences are offered in the classroom setting, the hands-on clinical experiences are provided in facilities throughout the Sentara system. For peninsula students, that includes Sentara's two newest hospitals in Hampton and Williamsburg.

Clinical Practice Guidelines Online

The following clinical guidelines have recently been reviewed, updated and approved for use by Optima network providers:

- Adult, Adolescent and Child Health Maintenance
- Viral Upper Respiratory Infection in Adults
- Tobacco Cessation
- Childhood Lead Poisoning Screening (new)

For your convenience and reference, Optima Health publishes these and other clinical practice guidelines in the provider section of our website at www.optima-health.com.

If you do not have Internet access and would like to receive a printed copy of any of the materials posted on our site, please call Provider Services at 1-800-229-8822 or to receive a printed copy of any of the clinical guidelines, please call Quality Improvement at 1-866-425-5257.

HEDIS® 2007

Optima Health utilizes the Health Plan Employer Data and Information Set (HEDIS®) to assess its performance in meeting quality care for our members. Developed by the National Committee for Quality Assurance (NCQA), HEDIS measures the care and service provided by health care plans, evaluates health plans' effectiveness of care, access to health care, use of services and members satisfaction.

The majority of HEDIS information is obtained from claims; however, medical record review results are also incorporated into our data. In February, our nurses started contacting offices to schedule reviews. We ask that you give this request your full cooperation.

As physicians you can help facilitate that the care provided in your offices is acknowledged in the HEDIS assessment by:

- Providing the appropriate care within the designated time frames
- Accurately coding all claims and encounters
- Documenting all care in the patient's medical record

Every Chart Counts! Your prompt response will ensure that Optima Health HEDIS measures accurately represent the high quality of care that we know you provide to our members. For more information regarding the HEDIS measures, please visit the web site at www.optimahealth.com. If you have questions, please contact Jan Elion at (757) 552-7260 or 1-866-425-5257.



**Vaccine Coverage Update Notice
December 2006**

Vaccine/Plan Type	Optima Fully Insured Plans	Optima Self-funded Plans	Optima Family Care	FAMIS
Gardasil® (CPT code 90649)	Covered 12/1/06 Age 9 through 26	Call Optima for specific group benefits	Covered 10/1/06* Age 9 through 19	Covered 12/1/06 Age 9 through 19
RotaTeq® (CPT code 90680)	Covered 9/1/06 Infants ages 2 months through 32 weeks	Call Optima for specific group benefits	Coverage continues*	Covered 10/1/06 Infants ages 2 months through 32 weeks
Preservative-Free Flu Vaccine (CPT codes 90655,90656)	Covered 9/1/06	Call Optima for specific group benefits	Coverage continues *	Covered 9/1/06
FluMist® (CPT code 90660)	Covered 9/1/06 Requires Pre-Cert	Call Optima for specific group benefits Requires Pre-Cert	Coverage continues * Requires Pre-Cert	Covered 9/1/06 Requires Pre-Cert
ZOSTAVAX® (CPT code 90736)	Covered 9/1/06 Age 60 and over	Call Optima for specific group benefits	Covered 10/1/06 Age 60 and over	Covered 10/1/06 Age 60 and over

*****Federal Plans do not cover flu mist or preservative free flu vaccine.**

*Remember to follow the *Virginia Vaccines for Children (VVFC)* procurement and billing process for vaccines administered to Optima Family members.

NETWORK NEWS

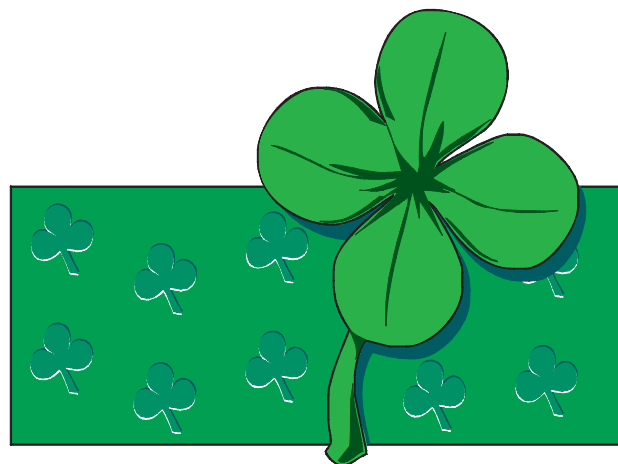
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ATTENTION: PHYSICIANS AND STAFF

Important Phone Numbers

Provider Relations Office	757-552-7474 or 800-229-8822
Provider Relations Fax	757-552-7316
Medical Care Management Office	757-552-7540 or 800-229-5522
Medical Care Management Fax	757-552-7429 or 877-800-2839
Referral Center Office	757-552-8911 or 877-800-2838
Referral Center Fax	757-552-8868 or 888-902-3456
Network Educators	757-552-7085 or 877-865-9075
PharmaCare Specialty Pharmacy	888-900-3232
PharmaCare Specialty Pharmacy Fax	877-287-7226
Sentara Behavioral Health Services Provider Relations	757-687-6297 or 877-687-6297
Sentara Health & Preventive Services	757-687-6000



**From Everyone at Optima Health:
Happy St. Patrick's Day!**

Any policy changes communicated in this newsletter are considered official and will be reflected in the next edition of the *Provider Relations Manual*.