
For Immediate Release

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Optima Health's Medicare Advantage Program Receives High Marks in National Survey

Virginia Beach, VA – January 9, 2009 – Optima's Medicare Advantage program scored above the national average in key areas in a survey conducted by the Centers for Medicare & Medicaid Services (CMS) to assess the experiences of beneficiaries in Medicare Advantage plans. The 2008 Consumer Assessment of Healthcare Providers and Systems (CAHPS®) Survey of Medicare Advantage Prescription Drug Plans was conducted in the first half of 2008 and measured members' experiences with our plan over the previous six months resulting in a 75.3% response rate which is above the national average for this survey.

Optima's Medicare Advantage plan scored above the national average in the areas of customer service, getting needed care, how well doctors communicate and getting information about prescription drugs as well as with the health plan overall. Additionally, in the area of Medicare-specific, the plan scored above the national average in patients getting needed special therapy.

"At Optima Health, we work hard everyday to provide quality services at affordable rates and to be a company that is easy to do business with. This year's CMS survey results reinforce that we are continuing to provide services that impact our members in a positive way," comments Michael M. Dudley, President of Optima Health.

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The 2008 survey results were released in November and assessed the experiences of beneficiaries in Medicare Advantage Prescription Drug plans. Results focus on four main areas: (1) *Health plan composite measures* which measure the members' experiences with their health plan, such as customer service, receiving care quickly and physician relations; (2) *Overall health plan ratings* which provide an overall rate of their health plan, care received from their plan overall, their personal doctor, and the specialist; (3) *Prescription drug composite measures* which measures the members' experience with their prescription drug plan; and (4) *Overall rating of prescription drug coverage* which provides a rating of their plan's drug coverage their willingness to recommend the plan for drug coverage.

The value of the CMS survey is that it enables Medicare Advantage programs to identify problems and improve the quality of care and services based on that information. For more information about the survey, visit www.cms.org.

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About Optima Health

Optima Health provides health insurance coverage to more than 380,000 members throughout Virginia. With more than 20 years of experience in the health insurance arena, Optima offers a suite of commercial products including consumer-directed, employee-owned and employer-sponsored plans, individual and family 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 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.