

Benefits Headliner

The Standard of Excellence Continues!

For the eighth year in a row, Optima Health has received the rating of "Excellent" from the National Committee for Quality Assurance (NCQA) for all our Commercial products. In addition to the "Excellent" accreditation results for the commercial plan, this is the seventh year in a row that the Medicaid HMO product, Optima Family Care, has received an "Excellent" NCQA rating.



NCQA is an independent, not-for-profit organization dedicated to assessing and reporting on the quality of managed care plans, managed behavioral health organizations, physician organizations and credential verification organizations. Its mission is to provide information that enables purchasers and consumers of managed health care to distinguish among plans based on quality, thereby allowing them to make more informed decisions.

For more details about NCQA accreditation, visit www.ncqa.org.

Optima Makes Top 50 in U.S. News & World Report Health Plan Ranking

Optima Health Plan ranks 50th among the nation's top health plans in the second national "America's Best Health Plans" survey by *U.S. News & World Report* and the National Committee for Quality Assurance! With 684 plans surveyed, some of them nationally known, this is a phenomenal achievement.

Optima Family Care also placed 25th among Medicaid products, which is a great showing among peer organizations. For a regional plan like Optima to perform so well in such an extensive national survey is a testament to the quality of Optima's staff, programs and services.

The list appeared in a recent edition of the magazine and on the *U.S. News & World Report* web site at www.usnews.com/usnews/health/best-health-insurance/rank_commercial_2006.htm.

For more about Optima Health, visit optimahealth.com.



Questions?

Call your Account Representative or 757-687-6030.

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Pharmacy News

Pharmacy Updates Effective 05/15/07

(for groups which have pharmacy administered by Optima Health)

Drug Name	Purpose	Tier Effective 5/15/07	Change Effective 5/15/07
Marinol (dronabinol)	Used in the treatment of chemotherapy-associated nausea and vomiting	Tier 3 (no change)	New quantity limit of 30 tablets per month
Cesamet (nabilone)	Drug used for the treatment of nausea and vomiting associated with chemotherapy	Tier 4 * (formerly on Tier 3)	New quantity limit of 15 tablets per month
Fentora (fentanyl, buccal)	Used for the management of pain in patients with cancer	Tier 4 * (no change)	A trial of Actiq will be required before approved by Plan. This is for all prescriptions filled after 5/15/07.
Opana	Used for the relief of moderate to severe acute pain.	Tier 4 * (no change)	Prior authorization will be required on all prescriptions filled after 5/15/07.
Zofran	Used for the prevention of nausea and vomiting	Tier 4 * (formerly on Tier 2)	Moving from Tier 2 to Tier 4 *
Kytril	Used for the prevention of nausea and vomiting	Tier 4 * (formerly on Tier 2)	Moving from Tier 2 to Tier 4 *
Anzemet	Used for the prevention of nausea and vomiting	Tier 4 * (formerly on Tier 3)	Moving from Tier 3 to Tier 4 *
ondansetron (generic for Zofran)	Used for the prevention of nausea and vomiting	Tier 1 (no change)	Generic currently available

**For groups without a four-tier pharmacy plan, drugs listed as moving to Tier 4 will remain at Tier 3.*

If you have questions or comments regarding these changes, please contact your Account Representative.

National Diabetic Pharmacies has merged with Liberty Medical Supply, Inc.

As a result, we are currently in the process of updating our affected printed materials to reflect this change. Existing telephone numbers have not changed.



Please contact your Account Representative with questions.

Pharmacy Recovery Process

Optima Health has chosen ORS, a division of AIM Healthcare Services, to assist with pharmacy recovery activities for pharmacy claims incurred after a member has terminated with the Plan.

Beginning March 1, 2007 individuals who have obtained pharmacy benefits after their eligibility under the plan has ended; or members who have primary coverage through another carrier, will receive letters to request reimbursement of expenses paid by Optima Health.

For more information regarding this update, please contact your Account Representative.

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Making It Easier. Making It Better

We want you to know that we are striving everyday to make our health plan even better and build our reputation as easy to do business with. Here are the latest ways we are *"Making It Easier. Making It Better."*

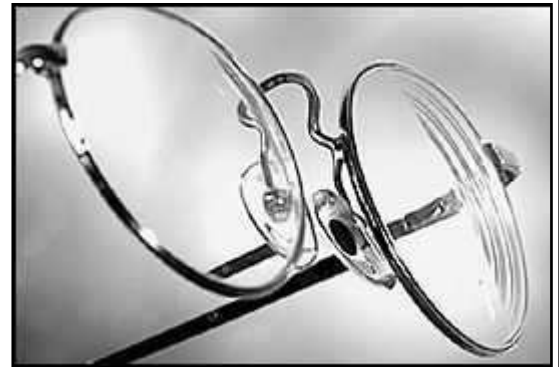
Making it
Easier.
.....
Making it Better.

Provider Directories available on CD! - Tired of lugging around and storing those books? Then simply ask for a CD! Now Optima Health Provider Directories are available, upon request, on Compact Disc.

Visit www.optimahealth.com for the latest additions to *"Making It Easier. Making It Better."*

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. Existing telephone numbers, however, will not be affected. The synergy resulting from the integration of CMV and EyeMed will result in even more vision care choices for our customers.



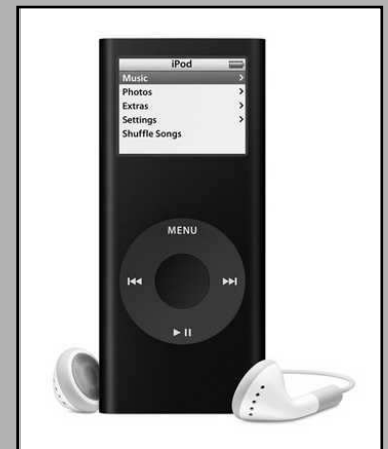
For more information about the integration, please go to www.eyemedvisioncare.com/docs/IntegrationQA.pdf.

Optima Health Covered Members Can Register To Enter iPod Drawing!

Optima Health has a goal of registering new members on the plan website, optimahealth.com. To help achieve that goal, we're giving away an iPod a month for an entire year!

For members covered through Optima Health, he or she can register to use self-service tools and automatically be entered into a drawing for a free iPod! All members need to do is visit the plan website, www.optimahealth.com/member to register or receive more information.

The contest is open to any Optima Health member age 18 and up who registers on optimahealth.com to use the member self-service tools. Once registered, members will gain the ability to update contact information, change their PCP, if applicable, opt to receive EOBs online and many other services. And, twelve randomly-drawn members will receive brand new iPods!



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2006 Member Satisfaction Survey Results Are In!

Each year, Optima Health conducts member satisfaction surveys which allow us to measure our successes and help identify areas in which we can improve. Our customers are asked several questions about their providers and the service they receive.

Optima received the results of our most recent survey and we would like to share some of them with you.

- ☞ 79.5 % rated their physicians with an 8, 9 or 10 on a scale of 1-10 with 10 being the highest.
- ☞ 79.4 % rated their specialists with an 8, 9 or 10 on a scale of 1-10 with 10 being the highest.
- ☞ 74.2 % rated their overall satisfaction with Optima as, an 8, 9 or 10 on a scale of 1-10 with 10 being the highest.



Optima's 2007 member satisfaction survey was mailed out to randomly selected members during the end of January 2007 and beginning of February 2007. We're looking forward to the results!

For more information about HEDIS measures, our quality improvement program, or our surveys, you may contact the Quality Improvement Department at 757-552-7350 or 1-866-425-5257.

Facility Update

Sentara Breaks Ground On Medical Complex in North Suffolk

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

Construction has begun on *Sentara BelleHarbour*, a comprehensive outpatient medical complex located off Rt. 17 (Bridge Road) near the Bennett's Creek section of northern Suffolk. Less than one mile west of the I-664 and Rt. 17 interchange, Sentara BelleHarbour will be within reach of residents in the tri-city area of Suffolk, Portsmouth, and Chesapeake. The complex is centrally located to improve access to emergency services for residents in other western Tidewater communities such as Isle of Wight County. Opening of the first building is expected in spring 2008.

For the latest, visit www.sentara.com/Sentara/HospitalsFacilities/UpcomingFacilities/home.htm

Richmond Update

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 Home Care expands to that 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 to date.

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