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**3 STORIES ABOUT OPTIMA HEALTH**

*Supporting our mission to improve health every day*

**OVERVIEW**

- The results are in from the 2016 Optima Health wellness and prevention programs.
- January 31 is the last day of Open Enrollment for 2017 Individual and Family Plans.
- For over 30 years, Optima Health has been providing local services and support to Virginians.<sup>1</sup>

**Optima Health - Promoting Health, Identifying Risks, Changing Lives**

In 2016, Optima Health facilitated free wellness and prevention screenings with certified healthcare professionals for 21,600 Virginians at employer sites and other community locations. Of those screened, 55% were referred for follow-up with their Personal Care Provider due to risk indications identified. That's almost 12,000 people who may not have known, or known early enough, about risk factors affecting their health and lives.<sup>2</sup>

"The screening was a major eye opening - it was the point I actually saw it on paper," said Greg Silvey, Optima Health member, in a [video](#) by Optima Health. "I said, this is it, this is where we're going to have to go to correct this."

After taking action, as a result of the screening, Silvey said, "My wife, the kids – they can't believe I've lost the weight I've lost. I am very thankful to have had the opportunity to go to the screening and find the results to turn my life around, and to change my life for the better, for my family and my job."

Throughout 2017, Optima Health will continue providing wellness and prevention benefits to members through health screenings, educational opportunities, fitness classes, vaccinations and many other free programs.<sup>3</sup>

**Open Enrollment for 2017 Individual and Family Health Plans Ending January 31**

January 31 is the last day of Open Enrollment for 2017 Individual and Family health plans, for anyone who doesn't have health insurance through a job, Medicare or Medicaid. Coverage elected by January 31 will be effective March 1.

Open Enrollment Period is the only opportunity to purchase health coverage outside of a Special Enrollment Period for having a baby, getting married or other qualifying life event. Under the Affordable Care Act, individuals are required to pay a government penalty of \$695 or more for not being covered.

Individuals and families are encouraged to learn more about [OptimaFit](#)<sup>®</sup> Individual & Family Health Plans, which recently received Virginia's highest CMS quality rating, 4 out of 5 Stars.<sup>4</sup> OptimaFit health plans can be purchased directly through Optima Health, or through Healthcare.gov.

<sup>1</sup> Optima Health Plan has been licensed as an HMO in the Commonwealth of Virginia since 1984.

<sup>2</sup> Health & Preventive Services databases.

<sup>3</sup> Wellness and prevention benefits vary by type of Optima Health plan.

For its fourth year, Optima Health is offering a variety of OptimaFit plans to fit different budgets, lifestyles and healthcare needs. Government subsidies may also be available for individuals and families with income below certain levels when plans are purchased through the Marketplace.

### **Healthcare for Virginians by Virginians**

Optima Health Plan, based in Virginia Beach, Virginia, has been serving the healthcare needs of the Commonwealth since 1984. Through its wellness and prevention programs, effective treatment plans and extensive, integrated provider network, the health plan plays a role in keeping nearly a half a million Virginians healthy. With its central operations in Virginia, Optima Health is nationally renowned for the quality care it provides to members.<sup>5</sup>

Optima Health members in Virginia enjoy the support of local community resources when recovering from hospitalizations and chronic conditions. “We recognize the importance of our community resources in contributing to overall wellness and well-being,” said Kia Dunbar-Harris, RN, MSN, ACM, Director with Optima Health Clinical Care Services. “That’s why our dedicated team of healthcare professionals has built an extensive network of community-based partnerships to assist our members. We’re in a great position to provide this added benefit, because we know our community and we live in the same neighborhoods as our members.”

With a focus on Virginians, Optima Health is also uniquely positioned and committed to identifying and serving needs in our communities by implementing socially responsible programs. Throughout the year, Optima Health partners with local organizations to address health disparities, housing issues and financial literacy, as part of its community outreach initiatives.

In 2017 and beyond, look for Optima Health in Virginia, as it is providing highly rated customer service, high-quality networks and support for the well-being of our communities.<sup>6</sup>

### **About Optima Health**

Optima Health, based in Virginia, provides health insurance coverage to approximately 450,000 members. With 30 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. Its provider network features 26,000 providers including specialists, primary care physicians and hospitals across Virginia. Optima Health also 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 members improve their health. The company’s goals are to provide better health, be easy to use and offer services that are a great value. To learn more about Optima Health, visit <http://www.optimahealth.com>.<sup>5</sup>

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<sup>4</sup> CMS rates qualified health plans (QHPs) offered through the Marketplaces using the Quality Rating System (QRS), which is based on third-party validated clinical measure data and QHP Enrollee Survey response data. CMS calculates QRS ratings annually using a 5-star scale. QHP issuers contract with HHS-approved survey vendors that independently conduct the QHP Enrollee Survey each year. QRS ratings and QHP Enrollee Survey results may change from one year to the next. For more information, please see CMS’ Health Insurance Marketplace<sup>SM</sup> Quality Initiatives website at: <http://www.cms.gov/Medicare/Quality-Initiatives-Patient-Assessment-Instruments/QualityInitiativesGenInfo/Health-Insurance-Marketplace-Quality-Initiatives.html>.

<sup>5</sup> The membership figure includes total membership in all group and individual insured products, Medicare Managed Care Plans, Medicaid and Famis Plans, and self-funded health plans issued or administered by Optima Health. Total Medical Membership based on Membership History Report, June 2016. Includes members from all Optima Health Licenses, products, Medicare and Medicaid products. Optima Health is the trade name of Optima Health Plan, Optima Health Insurance Company, and Sentara Health Plans, Inc. Optima PPO plans, and Medicare Managed Care Plans are underwritten or administered by Optima Health Insurance Company. Optima Vantage HMO plans, Medicaid, and Famis products are underwritten or administered by Optima Health Plan. Sentara Health Plans provides administrative services to self-funded plans but does not underwrite benefits. Employee Assistance Programs (EAP) are administered by Optima Behavioral Health Services, Inc. Wellness programs are administered by Sentara Health Plans. Source for provider network is Optima Health, Provider Status Report, February 2016. All Optima Health plan have benefit exclusions and limitations and conditions when coverage remains effective and in force. Members will receive covered services under the terms of their issued coverage documents.

<sup>6</sup> 2016 Optima Health Post Call Customer Satisfaction Survey, 2017 CMS.