
For Immediate Release

Date: March 22, 2013

Contact: Optima Health: Carol Via, Pager (757) 671-4971

Delta Dental of Virginia: Sarah Huddle (804) 788-4485

Optima Health and Delta Dental of Virginia Partner to Offer Preferred Pricing Program for Small Group Employers

Virginia Beach, Va (March 22, 2013) -- Optima Health and Delta Dental of Virginia (Delta Dental) have partnered to create a whole health insurance solution that provides dental benefits for small businesses. The option provides dental insurance products that can be purchased at the same time as health insurance products for small employer groups. This preferred pricing dental program will provide a 5% discount off dental insurance rates from Delta Dental only when partnered with an Optima Health product. With a target quote availability date of July 1, 2013, the program will be offered exclusively for Optima Health customers when purchasing a medical plan.

“Optima Health is excited to partner with Delta Dental and offer these preferred pricing dental packages for our small group employers,” said Michael Dudley, president of Optima Health. “This arrangement is a win-win partnership offering the member a robust network of providers, a convenient solution for brokers, and lower dental premiums for employers,” added Dudley.

The partnership between Optima Health and Delta Dental offers a valuable option to small groups looking for the convenience of bundled medical/dental arrangements, cost savings and access to the largest dental networks in the Commonwealth. The preferred pricing dental program is offered for employer groups with 2-99 eligible employees. Voluntary plans are also available for groups with up to 300 eligible employees in the large group market.

“This is a unique opportunity for two Virginia companies to join together to provide a whole health solution for Virginians,” said Dyke Davies, COO, Delta Dental of Virginia. “Delta Dental looks forward to working with Optima Health to provide the kinds of flexible and cost effective benefits small business employers are seeking.”

###

About Optima Health

Optima Health provides health insurance coverage to more than 450,000 members throughout Virginia. Optima Health demonstrates a passion for health through innovative wellness solutions, coverage options, and workplace and community outreach programs. For 15 consecutive years, Optima Health

Plan has received National Committee for Quality Assurance (NCQA) accreditation for its commercial HMO/POS health plans and Medicaid HMO product. Since 2004, Optima Health Plan has received an A+ rating from Weiss Ratings, Inc. for financial soundness, recognizing its ability to withstand severe economic adversity and showing exceptional financial strength. 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.

About Delta Dental of Virginia

Delta Dental of Virginia was created in 1964 as a not-for-profit service corporation. Delta Dental provides employee dental benefits through a variety of managed fee-for-service and PPO plans covering more than 1.8 million enrollees in nearly 3,800 groups. Delta Dental of Virginia is a member company of the Delta Dental Plans Association, the nation's largest, most experienced dental benefits carrier providing dental coverage to more than 59.5 million people in more than 97,000 groups across the nation. For additional information, visit www.deltadentalva.com.