
For Immediate Release

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**Optima Health Partners with Integrated Solutions Health Network
To Create New Accountable Care Organization Network**

Virginia Beach, VA – October 1, 2013 - [Optima Health](#), a service of Sentara Healthcare, and Integrated Solutions Health Network (ISHN), an affiliated company of Mountain States Health Alliance (MSHA), have partnered to create a community-based Accountable Care Organization (ACO) Network in Southwest Virginia.

As healthcare costs continue to rise, ACOs offer an alternative to the traditional fee-for-service payment models where providers are compensated for patient volume and the number of services provided. This new ACO partnership between Optima Health and ISHN offers an alternative value-based system by rewarding providers for improving the health of a population, enhancing the member experience and lowering the cost of care.

The fragmentation of care that exists today leads to a rise in medical costs. When physicians coordinate care delivery, individuals receive higher quality care at a lower cost and experience a higher level of satisfaction. By avoiding unnecessary, expensive procedures and tests while simultaneously delivering care that surpasses industry benchmarks, providers and ACOs share the medical cost savings.

Michael Dudley, President and CEO of Optima Health, said, “We are very pleased and excited to be serving the Southwestern part of Virginia and cooperating with the fine organization of Integrated Solutions Health Network .” This new option will provide more choices for the people of Southwest Virginia.

Rob Slattery, President and CEO of ISHN, said, “Our partnership with Optima Health will allow us to offer a portfolio of new insurance options for the people we serve in the communities of Southwest Virginia. ISHN’s AnewCare Collaborative was the first federally recognized Accountable Care Organization (ACO) in Virginia, and we are looking forward to leveraging this clinically integrated network in delivering low cost health insurance and superior health care to individuals, employers and local municipalities.”

Optima Health and ISHN’s AnewCare Collaborative are working together to improve the health and wellness of Southwest Virginians every day.

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About Optima Health

Optima Health provides health insurance coverage to more than 441,000 members throughout Virginia. With 25 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. Our provider network features 20,000 providers including specialists, primary care physicians and hospitals across Virginia. Optima Health 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.

About Integrated Solutions Health Network (ISHN)

Integrated Solutions Health Network is a regional health solutions company based in Johnson City, Tenn. Its primary stakeholder is Mountain States Health Alliance, a not-for-profit healthcare organization that operates a family of 13 hospitals serving a 29-county, four-state region in Northeast Tennessee, Southwest Virginia, Southeastern Kentucky and Western North Carolina. ISHN comprises community hospitals, skilled nursing facilities, orthotic/prosthetic providers, durable medical equipment providers, home health agencies, hospice, laboratories, rehabilitation facilities, ambulatory surgery centers and approximately 2,000 physicians, including primary care, specialists and allied health. To learn more about ISHN and/or AnewCare Collaborative, visit <http://www.ishnonline.com> or <http://anewcare.org>.