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## OPTIMA HEALTH SIGNS GROUNDBREAKING CONTRACT TO SERVE VIRGINIA MEDICAID POPULATION WITH COMPLEX HEALTH ISSUES

**OVERVIEW**

- Optima Health will provide services and supports for individuals whose needs are long term, including older Virginians and those who have disabilities.
- Optima Health will offer the coverage with its product, Optima Health Community Care.
- The Medicaid managed long term services and supports contract is the first of its kind in the state of Virginia.



Randy Ricker, Vice President for Optima Health Community Care, signs contract this morning with senior leadership (from left to right: John DeGruttola, Senior Vice President for Sales and Marketing, Andy Hilbert, Senior Vice President and Chief Financial Officer, Michael Dudley, President and Chief Executive Officer, and Tom Lundquist, M.D., MMM, FAAP, FACPE, Senior Vice President and Chief Medical Officer).

**Virginia Beach, VA** – Optima Health has contracted with the Virginia Department of Medical Assistance Services to be a statewide provider for the Commonwealth’s first ever Medicaid managed long term services and supports program, called Commonwealth Coordinated Care (CCC) Plus. Optima Health, a Virginia-based company, will introduce this innovative program in support of its mission to improve health every day.

CCC Plus will provide coverage to Virginians with complex health issues, many of whom require long-term services and supports as a result of aging, chronic illness or disability. Optima Health has named its CCC Plus product Optima Health Community Care due to its emphasis on providing a full range of services within the community. The program will go into effect on August 1, 2017 for the Tidewater region, with other regions being phased in throughout the rest of 2017.

“Optima Health has served Medicaid recipients in Virginia for over 20 years, and we are looking forward to extending our patient-centered, quality-driven model of care to help improve the health and lives of Virginia’s most vulnerable citizens through Optima Health Community Care,” said Michael Dudley, CEO of Optima Health. “This initiative couldn’t be more clearly aligned with our mission to improve health every day.”

Optima Health Community Care uses person-centered, comprehensive care coordination that addresses members’ physical health, behavioral health and long-term care needs. Through a personalized model of care, Optima Health will coordinate a wide range of services from wellness and prevention, to home health and nursing care services, to achieve the best outcomes. By creating an Individualized Care Plan for each member, considerations such as housing and members’ preferences related to other needs will be incorporated.

“Our primary goal for Optima Health Community Care is to assure members receive the highest quality integrated services and supports they need in the most appropriate setting,” said Randy Ricker, Optima Health Vice President, Optima Health Community Care. “We are confident that with our successful, 20-year track record serving Virginia Medicaid members, our innovative partnerships with community-based organizations and our unique provider network, that we will achieve optimal outcomes for these members.”

### **About Optima Health**

Optima Health, based in Virginia, provides health insurance coverage to approximately 440,000 members. With 30 years of experience in the health insurance arena, Optima Health Plan 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 help each member optimize their health, be easy to use and offer services that are a great value. To learn more about Optima Health, visit [optimahealth.com](http://optimahealth.com).<sup>1</sup>

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<sup>1</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, January 2017. 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.