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FOR IMMEDIATE RELEASE

**WITH 400,000 ADDITIONAL VIRGINIANS NOW ELIGIBLE FOR
MEDICAID, OPTIMA HEALTH MEDICAID XP HELPS CONNECT
VIRGINIANS TO QUALITY, NO COST HEALTH INSURANCE**
Pre-Enrollment Begins November 1, 2018

NORFOLK, Va. (November 1, 2018)—This week, Optima Health Medicaid XP begins connecting eligible Virginians to quality, no cost health insurance statewide, through Medicaid. Virginia recently expanded Medicaid eligibility to include an additional 400,000 Virginians, primarily low-income adults ages 19 to 64 including parents, adults with no children, and people with disabilities. The pre-enrollment period begins on November 1, 2018, with insurance coverage then taking effect on January 1, 2019.

“When it comes to Medicaid, the rules have changed, and that positively impacts lives right here in Virginia,” said Megan Philpotts Padden, vice president of government programs at Optima Health. “If you applied for Medicaid in the past, and were denied, you may now be eligible. If you were a Medicaid member in the past, you may now reapply—for example, if you lost your health insurance after your baby was born, you may be eligible again now. If you’ve never had health insurance before, you’re likely eligible. If your employer doesn’t offer health insurance, you may now have an affordable option. It’s no cost health insurance for people who need it.”

With health insurance now a possibility for many more Virginians, Optima Health helps make sense of the eligibility requirements and coverage options. “We are experienced in helping people take full advantage of their Medicaid benefits,” said Padden. Optima Health has more than 20 years of experience supporting Virginia residents enrolled in Medicaid. Optima Health provides access to:

- Doctor, hospital, and emergency care
- Dental and vision
- Prescription drugs
- Transportation to medical care and pharmacies
- Lab work and X-rays
- Pregnancy and newborn care
- Family planning and birth control
- Preventive and wellness services, including immunizations, smoking cessation, and nutrition counseling
- Home health services
- Behavioral health services, including addiction and recovery treatment

Community outreach staff, who often live in the communities they serve, help Medicaid enrollees make the most of their coverage. Sharon Cooper-Lewis, Optima Health outreach specialist, noted, “Coming from the local community, I know the importance of connecting members to health services and providers who care about the folks in our community. We also ensure members redeem everything for which they may qualify, including a free smartphone loaded with free minutes to comprehensive transportation services.”



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This community outreach component is part of what sets Optima Health apart. Cooper-Lewis added, “Some of the other Medicaid options come from national, out-of-state insurers who see Virginia as a marketplace—we see our neighbors.”

Are you one of the 400,000 Virginians now eligible for Medicaid? To learn more and see if you are eligible, call 844-563-4207 or 757-552-7258 or visit optimahealth.com/medicaidxp.

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About Optima Health

Optima Health, based in Virginia, provides health insurance coverage to more than 510,000 members. With more than 30 years of experience, 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 every day. 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 www.optimahealth.com.