

# Benefits Headliner

## Optima Rebrands Its Health and Prevention Services Employers Benefit From Fresh Approach to Healthier Living

Optima Health recently rolled out a new name for its health, prevention and clinical services—MyLife MyPlan. The new name reflects the full range of services, tools, and programs designed by clinical experts to show your employees how to get started, stay motivated and exceed their health improvement goals. A new MyLife MyPlan portal on the Optima Health Web site offers members information to help them make informed healthcare decisions, stay healthy, better manage a health condition, and possibly save time and money—all in one convenient location. "We want to help our members minimize their healthcare costs while maximizing their health plan benefits. The challenge is knowing where to start and having a plan to achieve it. Whether members are in their twenties or a senior adult, MyLife MyPlan is a spectrum of services, tools and programs designed to assist them in getting the most out of their health plan benefits and improving their health," comments Karen Bray, Vice President of Clinical Care Services at Optima Health.

MyLife MyPlan focuses on six key areas:

**Getting Started** – Gives members the opportunity to complete an online Personal Health Profile to identify current health status, learn about areas for improvement and get customized, easy-to-understand health information.

**Staying Healthy** – Incorporates award-winning nutrition, fitness, tobacco cessation and screening programs provided at the worksite or in the privacy of the member's home. Additional personal support is provided through Health Coach teams, as well as health and prevention resources that are available via the computer, phone, or mail.

**Improving Health** – Provides help when members need care and includes a Life Coach team with clinical, behavioral and disease management specialists dedicated to answering questions and providing support.

**Saving More** – Adds value for members with discounts on products and services including massage therapy, natural supplements, eye exams, eyewear, hearing aids, fitness centers and more.

**Managing Meds** – Helps ensure safety, effectiveness and affordability of prescription medications covered by the pharmacy benefit.

**Partners in Pregnancy** – Supports expectant mothers through their pregnancy and encourages healthy prenatal choices and regular physician visits.

For more information on Optima Health's health and prevention services, visit [www.optimahealth.com/mylifemyplan](http://www.optimahealth.com/mylifemyplan)





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**Health Topics**  
**Decision Guide** - If you would like to learn how you can be guided through a decision process for a Health Topic, [click here](#).  
 Choose a Health Topic Area to view available Health Topics:  
 Accidents and Injuries  
 Adolescent Health  
 Allergies and Asthma  
 Bone, Joint and Muscle  
 Brain and Nervous System  
 Cancer  
 Children's Health (Pediatrics)  
 Diabetes  
 Digestive/Gastroenterology  
 Ear, Nose and Throat  
 Endocrine, Nutritional and Metabolic  
 Eye  
 Geriatric (Senior) Health  
 Gynecology (Female Reproductive System)  
 Heart and Circulatory System  
 Kidney and Urinary Tract  
 Maternal and Childbirth  
 Men's Health  
 Mental Health  
 Pain Management  
 Respiratory, Pulmonary and Lung  
 Skin/Dermatology  
 Thyroid Diseases  
 Transplants  
 Women's Health  
 Or [Click here](#) to view all Health Topics.

Can't find what you're looking for?  
[Click here](#) for tips to help you find your topic.

**Search the Healthcare Advisor**  
 Search the Healthcare Advisor for a wealth of resources to help you make better health care decisions.

**Hospitals**  
**Find and Compare Hospitals** *(En Español)*  
 Search for hospitals in your area. Research their experience with specific Procedures or other Types of Care.

**Drugs**  
**Compare and Profile Drugs by Condition**  
 Research and compare drug treatment options for selected conditions. Compare drugs side-by-side. Research drugs used to treat a number of commonly occurring conditions, from acne to ulcers.  
**Profile a Specific Drug**  
 Get information about a specific drug.  
**Check Drug Interactions**  
 Check the medications you are taking (or considering) for possible interactions.

**Treatment Costs**  
**Estimate Treatment Costs**  
 Get estimated costs for specific services, tests, physician visits, and medications.

**Tools & Resources**  
**Questions to Ask Your Doctor**  
 Be prepared to discuss your situation with your healthcare provider.  
**Questions to Ask Your Insurance Company**  
 Get a list of questions to discuss with your benefits provider.

New Look for Web-based Tools: Optima Health to Upgrade to New Healthcare Decision Support Platform

This spring, Optima Health will upgrade its Web-based healthcare decision support tool (Healthcare Advisor) to the latest version of WebMD's Healthcare Advisor.

The change will provide members with more informative content, more health topics, greater depth of content and a new look. The change will enhance the user experience through improved navigation, better data for better decision making and a more comprehensive search capability.

In addition to the name change from Subimo to WebMD, Optima Health members will see one minor product name change — the former Subimo Pharma Advisor will now be called the WebMD Medication Advisor.

## Large Employers See Value in Offering Disease Management Programs

According to a new survey conducted by Hewitt Associates (a global human resources firm), 85 percent of large U.S. companies are offering chronic disease management programs for workers as a way to combat rising healthcare costs this year. This figure is up from 51 percent last year. The total cost spent on managing chronic health diseases in the U.S. is estimated to be \$1.3 trillion annually, with \$1.1 trillion spent in lost productivity, and another \$277 billion on treatment. For diabetes alone, Hewitt estimates that a typical employer with 9,500 employees and 500 pre-65 retirees spends \$18 to \$22 million on direct medical care for its diabetic population.

More employers are targeting costly chronic diseases, such as diabetes, heart disease, asthma and depression. Health coaches, onsite clinics and waiving of copayments seem to be the incentives of choice. Employers that have had success reported 10-30 percent less spending per year on medical care after two to five years.

Optima Health has award-winning disease management programs that can help you reduce your overall healthcare costs and improve the health of your employees. For more information about Optima Health's Disease Management Programs, please contact your Optima Health representative.



## Children's Health Insurance Program (CHIP) Expansion

In early January 2009, the 111th Congress formally reauthorized the Children's Health Insurance Program Reauthorization Act (CHIPRA). President Obama, a longtime supporter of the program, signed CHIPRA into law on February 4, 2009, and it took effect on April 1, 2009. This reauthorization lasts through the end of September 2013 (when CHIP will need to be reauthorized again). The legislation creates a new special enrollment period under HIPAA for late enrollment for CHIP or Medicaid members who are also eligible for coverage under a group health plan. It is similar to current special enrollment rights under HIPAA. Effective April 1, 2009, when a member loses coverage under CHIP or Medicaid, or becomes eligible for a state premium assistance program, he or she can request special enrollment in the group plan within 60 days of the qualifying event. You, as the employer group, are responsible for sending out notices to your employees once models are issued. In the meantime, you should notify Optima Health if you have an employee meeting one of these qualifying events to start the enrollment process.

### **Notice of Special Enrollment Rights**

If one of your employees declines enrollment for himself or herself or any dependents (including spouse) because of other health insurance coverage, he or she may be able to enroll himself or herself or any dependents in the Children's Health Insurance Program (CHIP) plan in the future, provided that the enrollment request is filed within 30 days after the end of the other coverage. In addition, if your employee has a new dependent as a result of marriage, birth, adoption, or placement for adoption, he or she may be able to enroll himself or herself and any dependents, provided that the enrollment request is filed within 30 days after the marriage, birth, adoption, or placement for adoption.



## Employee Assistance Program (EAP)

Tell your employees that if they have home problems affecting work, or work problems affecting home, they can benefit from Optima's Employee Assistance Program (EAP).

Optima EAP serves companies in two ways:

- promotes employee well-being,
- supports supervisors and managers in identifying and dealing with employees in need of assistance.

If you would like more information or a quote from Optima EAP, please contact Katherine Terribile at **434-923-8010** or **kmterrib@sentara.com**.



## Optima Health Goes Green

Times are changing and at Optima Health, we are changing too. We have taken a close look at how the work we do impacts the world. As a result we are in the process or implementing several new "green" business practices. For example, in 2009 we will begin to post Evidence of Coverage (EOC) and Certificate of Insurance (COI) documents on OptimaHealth.com, where your employees may sign-in and access electronic versions of their EOC or COI. This option not only reduces the consumption of thousands of pounds of paper each year, but enables our members to have accurate benefit information at their fingertips. Printed copies will still be available to members, upon request.

Printed provider directories, although sometimes convenient, do not always represent the most accurate network information available. For the most accurate provider network information always consult our Web site or call member services at the number located on the back of your member ID card. We also have CD versions of the provider directory available for your convenience.

At Optima Health, we are confident we can use technology and electronic media to provide more accurate and timely information to you and your employees, while making a difference in the future of our community and the world in which we live.

Small changes, like reducing the amount of paper we use to communicate, can have a big impact on the environment. If you would like to help us contribute to making our environment healthier, please request to receive this communication electronically by emailing us at **employernews@optimahealth.com**.

Thank you for helping us make a difference!

### Pharmacy Changes

*For plans with pharmacy benefits administered by Optima Health  
The purpose of the following is to communicate pharmacy changes effective July 1, 2009:*

Drug Name	Indication	Description of Change (by Formulary Type)	Generic Alternatives	Lower Tier Alternatives
Akten	Anesthesia during ophthalmic procedures	<b><u>New Medication</u></b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	n/a	n/a
Alvesco	Asthma	<b><u>New Medication</u></b> Commercial – Tier 3 Generics Plus – Non-Formulary Medicare – Tier 3 Medicaid – Non-Formulary	n/a	Asmanex Flovent
Ambien CR	Insomnia	<b><u>Increase Quantity Limit</u></b> #30/30 days, up from #21/30 days	Zolpidem	n/a
Brovana	COPD	<b><u>Remove PA</u></b>		Foradil Serevent
Cesamet	Nausea	<b><u>Remove Quantity Limit</u></b>	Ondansetron	n/a
Cialis (2.5mg dose)	Erectile Dysfunction	<b><u>Add Quantity Limit</u></b> #4/30 days (from #30/30)	n/a	Viagra
Cinryze	Hereditary angioedema	<b><u>New Medication</u></b> Added as a medical benefit. Added to Medicare under Part B. If CMS determines the drug is covered under Part D, it will be 4 <sup>th</sup> tier.	n/a	n/a
Combigan	Glaucoma	<b><u>New Medication</u></b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Timolol Brimonidine	n/a
Depo Provera	Contraceptive	<b><u>New Pharmacy Benefit</u></b> Commercial – Tier 3 Generics Plus – Non-Formulary Medicare – Tier 3 Medicaid – Formulary	n/a	n/a
Desoxyn	ADHD	<b><u>Remove PA</u></b>	n/a	n/a
Durezol	Pain and inflammation of the eye after surgery	<b><u>New Medication</u></b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Dexamethasone Prenisolone	n/a
Emsam	Depression	<b><u>Remove PA</u></b>	Selegiline	n/a
Fusilev	Antidote	<b><u>New Medication</u></b> Added as a medical benefit. Added to Medicare under Part B. If CMS determines the drug is covered under Part D, it will be 4 <sup>th</sup> tier.	Leucovorin	n/a

### Pharmacy Changes Continued

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Drug Name	Indication	Description of Change (by Formulary Type)	Generic Alternatives	Lower Tier Alternatives
Gelnique Gel	Urinary incontinence	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Oxybutynin, XL	Detrol LA
Keppra (regular, not XR)	Seizures	<b>Remove PA</b> Commercial – Tier 1 Generics Plus – Tier 1 Medicare – Tier 1 Medicaid – Formulary	n/a	n/a
Keppra XR	Seizures	<b>Step-Edit</b> Step-edit through generic Keppra		
Latisse	Eye lash growth	<b>Excluded: Cosmetic Use</b>	n/a	n/a
Lunesta	Insomnia	<b>Increase Quantity Limit</b> 1mg strength, #60/30 days (up from #30/30 days)	Zolpidem	n/a
Marinol	Nausea, appetite stimulant	<b>Remove Quantity Limit</b>	n/a	n/a
Mozobil	Stem cell transplants	<b>New Medication</b> Added as a medical benefit. Added to Medicare under Part B. If CMS determines the drug is covered under Part D, it will be 4 <sup>th</sup> tier.	n/a	n/a
Paxil CR	Depression	<b>Remove Step-Edit</b>	Paroxetine	n/a
Perforomist	COPD	<b>Remove PA</b>		Foradil Serevent
Pristiq	Depression	<b>Change Step-Edit Criteria</b> Commercial – Tier 3, SE through any two of the following: SSRIs and/or Effexor XR Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	n/a	Effexor XR
Promacta	Low platelets	<b>New Medication</b> Commercial – Tier 3 Generics Plus – Non-Formulary Medicare – Tier 4 Medicaid – Non-Formulary	n/a	n/a
Rapaflo	Benign Prostatic Hyperplasia	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Tier 3 Medicaid – Non-Formulary	Terazosin	Flomax

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Drug Name	Indication	Description of Change (by Formulary Type)	Generic Alternatives	Lower Tier Alternatives
Requip XL	Parkinsons Disease	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Tier 2 Medicaid – Non-Formulary	Ropinirole	n/a
Ryzolt	Pain	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Tramadol	n/a
Sanctura SR	Urinary incontinence	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Oxybutynin, XL	Detrol LA
Savella	Fibromyalgia	<b>New Medication</b> Commercial – Tier 4, SE through Effexor XR Generics Plus – Non-Formulary Medicare – Non-formulary Medicaid – Non-formulary	n/a	Effexor Xr
Temazepam	Insomnia	<b>Increase Quantity Limit</b> 7.5mg and 15mg, #60/30 days (up from #30/30 days)	n/a	n/a
Toviaz	Urinary incontinence	<b>New Medication</b> Commercial – Tier 4 Generics Plus – Non-Formulary Medicare – Non-Formulary Medicaid – Non-Formulary	Oxybutynin, XL	Detrol LA
Triazolam	Insomnia	<b>Increase Quantity Limit</b> 0.125mg, #60/30 days (up from #30/30 days)		
Zolpidem	Insomnia	<b>Increase Quantity Limit</b> 5mg strength, #60/30 days (up from #30/30 days)	n/a	n/a
Zetia	High cholesterol	<b>Remove PA, Tier Change</b> Commercial – Tier 3 (up from Tier 2) Generics Plus – Tier 3 (no change) Medicare – Tier 2 (no change) Medicaid – Non-formulary	n/a	n/a
Zomig	Migraine headaches	<b>Add Quantity Limit</b> #6 bottles/30 days	Sumatriptan	Relpax

OptimaHealth 

Easy To Use

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A Quality Health Plan  
Is Within Reach.

*Five great reasons to choose Optima Health.*