

Clinically Speaking

June 2009

An Optima Behavioral Health Publication

Governor Kaine Announces Public-Private Partnership to Improve Health of State Workforce

Inside This Issue

~ COVA Connect pilot project to serve state employees and families in Hampton Roads ~

1 COVA Connect Pilot Project

2 Online Services

2 Optima Health Excellence

2 Client Satisfaction Survey

3 Changing Practices

3 Pharmacy Changes

Governor Timothy M. Kaine announced the creation of COVA Connect, a public-private partnership between Optima Health and the Commonwealth of Virginia to implement the state's vision for comprehensive healthcare management. Slated to begin July 1, 2009 the regional pilot project will serve approximately 17,000 people-8,300 state employees and their family members in seven localities in Hampton Roads. The initiative is designed to lower operating costs, reduce transaction time for customers, and improve customer satisfaction, understanding, and health of the Virginia state workforce. The regional pilot project will also use technology to coordinate data on participants' health, allowing them to make informed medical decisions and allowing the early detection of risk-factors for disease.

"If we're going to tackle comprehensive healthcare reform in this country, we also have to address health," said Governor Kaine. "By improving coordination between healthcare providers and facilitating consistent case management, we can identify preventive care opportunities and ensure better health outcomes for participants."

State employees in Hampton, Norfolk, Suffolk, Portsmouth, Virginia Beach, Chesapeake and Poquoson will participate in the pilot initiative. Program participants will be asked to complete a confidential Personal Health Profile featuring detailed questions about their personal health. These answers will allow for early identification of risk factors, such as smoking or obesity. Once risk factors are identified, participants will have the opportunity to meet with a Health Coach as needed for one year, providing the patient with targeted advice and plans to reduce their risk factors for disease and live a healthier lifestyle.

COVA Connect will also give state employees access to the programs and services offered by Optima Health at no additional cost. A wide array of programs are available, including those on making smarter choices with food, quitting smoking, encouraging heart health, and exercises tailored to people capable of moderate physical activity.

The goal of COVA Connect is not only to create healthier employees and reduce absenteeism, but also to reduce overall healthcare costs through early detection of serious illness and disease, thereby reducing the need to use insurance. Periodic evaluations will occur to assess participation in healthy lifestyle programs, and the usage of patient's insurance. Data collected can then be benchmarked and compared to other programs across the state, and if proven effective, comprehensive healthcare management can be deployed across the state.

Governor Kaine Announcement Continued

Five state agencies across multiple Cabinet Secretariats examined 10 submitted proposals, and Optima Health of Virginia Beach was awarded a multi-year contract to operate the regional demonstration project. COVA Connect is being developed under a program authorized by the General Assembly to increase efficiency in government through public-private partnerships. It also incorporates the goals Governor Kaine set out in Executive Order 42 which encourages transparency and accountability in healthcare.

“Optima Health is excited to partner with the Commonwealth in an effort to improve the health of its employees through this pilot project and looks forward to building lasting relationships with our fellow Virginians,” said Michael M. Dudley, Optima Health's President & CEO.

The Commonwealth's comprehensive care management vision, which the pilot will test, “is truly groundbreaking,” said Joe Marlowe, a senior vice president of Aon Consulting, which serves as the actuary for the state health benefits plan. “It will mark the Commonwealth as a leader among state employee medical plans and private industry.”

For more information on COVA Connect, please visit www.optimahealth.com/COVA.

Optima Behavioral Health Online Services

Optima Behavioral Health is pleased to introduce a new pilot program, “Provider Connection” as part of our continued focus on being easy to do business with. Provider Connection is a self-service online tool created for behavioral health providers and staff to help ease day to day business practices. It allows you to verify member eligibility and benefits, check claims status, and view remits and pending claim reports online.

If you are interested in participating in the pilot program for this service, please contact your network educator via e-mail:

Hampton Roads and Greater Richmond: Cara Yanisko - cayanisk@sentara.com
Areas north and west of Richmond: Jinger Snapp-Laplace - jdsnapp1@sentara.com

Optima Health Excellence

We are pleased to announce that NCQA informed us that we have maintained our Excellent Accreditation for both our Commercial and Optima Family Care products.

As you know, NCQA's Excellent Accreditation status is reserved for the best health plans in the country and is awarded only to those plans that meet NCQA's rigorous requirements for consumer protection and quality improvement and deliver excellent clinical care. It's also worth noting that Optima Health is Virginia's only commercial HMO to maintain NCQA's highest status since 1998.

New Client Satisfaction Survey for Optima EAP

Optima EAP has developed a new and improved Client Satisfaction Survey effective June 1, 2009. If you are a provider that sees Optima EAP clients we ask that you please discard the current survey and begin using the new one that will be included in the packet of information Optima EAP faxes to you for each client referral.

We have also posted the Client Satisfaction Survey on the www.OptimaEAP.com Web site and you are welcome to encourage your clients to participate in the survey online. Instructions for accessing the Web site are provided on the survey you receive in your referral packet. Clients will need to enter "Client Survey" as their username to access the Web site.

We would like to take this opportunity to thank all of the providers that work closely with Optima EAP.

Changes Practices or Making a Change within Your Existing Practice?

In order to avoid disruption in your reimbursement or participation, 30 days notice is required for any provider changes (changing practices, joining an additional practice, changing tax ID, etc.). This allows time for any necessary contract modifications that may need to be made. Please notify Optima Behavioral Health of any changes by submitting the online "Practitioner Update Form" located under "Update your address and other information" on the Provider Resources page at www.optimabehavioralhealth.com

*Please note: If your change includes a new tax ID number, you must submit a W9 by fax to 757-552-7114.

Pharmacy Changes

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

Note: Pharmacy changes are made on a quarterly basis with effective dates of: January 1st, April 1st, July 1st, and October 1st.

Drug Name	Indication	Description of Change (by Formulary Type)	Generic Alternatives	Lower Tier Alternatives
Ambien CR	Insomnia	Increase Quantity Limit #30/30 days, up from #21/30 days	Zolpidem	n/a
Desoxyn	ADHD	Remove Prior Authorization	n/a	n/a
Emsam	Depression	Remove Prior Authorization	Selegiline	n/a
Lunesta	Insomnia	Increase Quantity Limit 1mg strength, #60/30 days (up from #30/30 days)	Zolpidem	n/a
Paxil CR	Depression	Remove Step-Edit	Paroxetine	n/a
Pristiq	Depression	Change Step-Edit Criteria Commercial - Tier 3, SE through 2 SSRIs or 1 SSRI and Effexor XR Generics Plus - Non-Formulary Medicare - Non-Formulary Medicaid - Non-Formulary	n/a	Effexor XR
Temazepam	Insomnia	Increase Quantity Limit 7.5mg and 15mg, #60/30 days (up from #30/30 days)	n/a	n/a
Triazolam	Insomnia	Increase Quantity Limit 0.125mg, #60/30 days (up from #30/30 days)		
Zolpidem	Insomnia	Increase Quantity Limit 5mg strength, #60/30 days (up from #30/30 days)	n/a	n/a

CLINICALLY SPEAKING

Optima Behavioral Health
4417 Corporation Lane
Virginia Beach, VA 23462

PRST STD
U.S. Postage
PAID
Permit No. 427
Norfolk, VA

ATTENTION: PHYSICIANS AND STAFF

Important Phone Numbers

Provider Services (eligibility, benefits, authorization, claims, and appeals):
757-552-7174 800-648-8420 option 2, then option 1
Monday - Friday 8am - 7pm

Clinical Care Services (inpatient and IOP authorizations)
757-552-7174 800-648-8420 option 2, then option 2
Monday - Friday 8am - 5pm

www.optimabehavioralhealth.com