

FOR IMMEDIATE RELEASE

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OptimaHealth 

NEWS RELEASE

CONTACT

Pamela Walters
757.687.6308

www.optimahealth.com/newscenter

www.sentara.com/newsroom

3 STORIES ABOUT OPTIMA HEALTH

Supporting our mission to improve health everyday

OVERVIEW

- Optima Health signs lease with City of Norfolk to occupy office space in former JCPenny store at Military Circle.
- Results from Optima Health Family Care community outreach program show positive outcomes for children.
- Defending champions Optima Health back for the 2017 Hampton Roads Corporate Challenge.

Optima Health Helps Stimulate VA Economy While Improving Health For Those Most Vulnerable



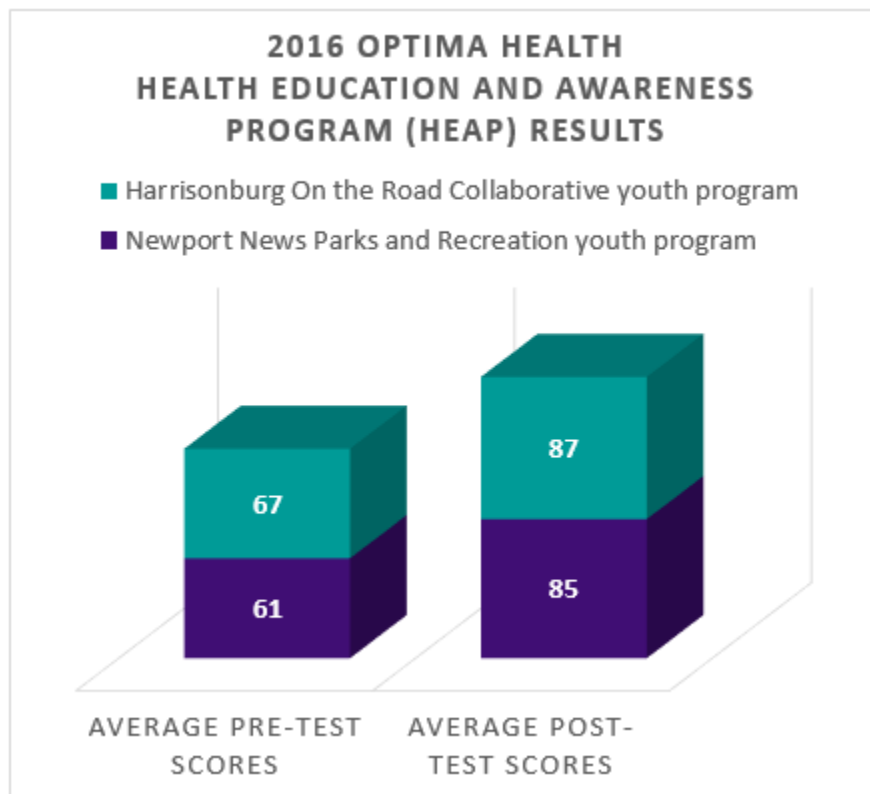
Optima Health CEO Michael Dudley addresses the Norfolk City Mayor, Council Members and Economic Development Authority, as well as members of the media, in a press conference held on March 8 at the new office space location currently under construction.

Optima Health signed a lease with the city of Norfolk on March 8 to occupy 45,000 square feet of office space for approximately 170 new employees who will be hired. The site of the office space is the former JCPenny store, located along the Military Highway Corridor, which has remained vacant since the city purchased the building three years ago.

The lease was secured by Optima Health to facilitate a contract signed last month with the Virginia Department of Medical Assistance Services to serve a subset of Virginia's Medicaid population, including individuals who are elderly or disabled. Optima Health will provide the services with its product, Optima Health Community Care.

In a press release distributed by the City of Norfolk, Mayor Kenneth C. Alexander said, “We are proud that Norfolk continues as a leader in job growth and attracting outstanding and dynamic companies. We are excited to welcome Optima Health to Norfolk.”

Optima Health Community Program Contributes to Improved Health Awareness Among Youth



Results are in from the Optima Health-sponsored 2016 Health Education and Awareness Program (HEAP) offered to youth in Newport News and Harrisonburg, Virginia. Across the board, in all areas assessed, the children’s scores were higher after taking part in the program, which is taught by health educators, nurses, nutritionists and dietitians, as well as health and recreation specialists. On average, the assessment scores were higher by 35% after taking part in the program.¹

Since 2012, HEAP has helped at-risk youth by encouraging healthy living through a fun and engaging program of physical activity accompanied by health education classes.

Organizations administering the program last year were Newport News Parks and Recreation and the Harrisonburg On the Road Collaborative non-profit youth empowerment organization.

“We couldn’t be more pleased to see positive outcomes for the children through HEAP,” said Brent L. Holsinger, M.Ed., Founder & President of On the Road Collaborative. “With help from Optima Health, we are working to break the cycle of childhood obesity, a leading cause of death, disability and social problems among youth in our communities. And, the kids couldn’t be having more fun in the process.”

As part of the program, the children are assessed on their knowledge of healthy behaviors and food choices, and the impact of chronic diseases associated with an unhealthy lifestyle. Assessments take place at the beginning and end of the program, as well as before and after each of the six health education classes to measure program effectiveness and impact.

¹ 2016 Newport News Parks and Recreation program and Harrisonburg On the Road Collaborative HEAP results.

Due to the overwhelming success of the Optima Health HEAP program, several locations throughout Virginia have been selected for the program to be administered in 2017.

Defending Champions Back For the April 2017 Corporate Challenge



2016 Hampton Roads Corporate Challenge first place team, Optima Health.

From April 12-22, Optima Health will join more than 60 other Hampton Roads businesses to compete in the second annual Corporate Challenge, presented by Optima Health and organized by the Hampton Roads Sports Commission. Optima Health employees are gearing up for another fun team building opportunity, as well as the chance to network with other companies, after taking first place in the event last year. The 2017 Hampton Roads Corporate Challenge will feature a variety of sporting events, such as golf, bowling, kickball and a 5k run, promoting health and wellness for participants.

The event also serves as a fundraiser for charitable organizations in several different ways. Companies coming in first, second and third place will have the opportunity to make a donation to their favorite charity. The Food Bank of Southeastern Virginia will also benefit, as event planners have set a goal to collect 5,000 nonperishable food items. Additional funds raised will support the nonprofit Hampton Roads Sports Commission.

“Optima Health is proud to be the Presenting Sponsor of the 2017 Hampton Roads Corporate Challenge,” said John DeGruttola, Optima Health Senior Vice President of Sales and Marketing. “We look forward to another year of friendly competition with local businesses and encourage other companies to sign up for this great event.”

Companies can find more information and sign up for the 2017 Corporate Challenge at www.hamptonroadssports.org/corporatechallenge.

About Optima Health

Optima Health, based in Virginia, provides health insurance coverage to approximately 450,000 members. With 30 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. 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 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.²

² 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, June 2016. 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. All Optima Health plan have benefit exclusions and limitations and conditions when coverage remains effective and in force. Members will receive covered services under the terms of their issued coverage documents.