

Optima Health Historic Timeline 1984 - 2007

1984

- Optima Health Plan HMO is introduced.

1988

- Sentara purchases Maxicare HMO, later renamed Sentara Health Plan, and expands to the Peninsula.

1994

- Optima Family Care Medicaid HMO is introduced.

1995

- Sentara receives Tricare Prime contract, offering service to CHAMPUS beneficiaries.

1997

- Optima Health receives its first National Committee for Quality Assurance (NCQA) accreditation.

1999

- Optima Health Plan receives the Quality Leader Number One designation among commercial health maintenance organizations in 84 cities, according to a National Research Corporation consumer healthcare study called the Healthcare Market Guide. The study recognized 100 commercial HMO's that were top-rated on overall member satisfaction.
- Sentara receives a full three-year accreditation for Optima Health Plan, Sentara Health Plan and a commendable accreditation for Sentara Family Care.
- Optima Family Care begins offering Children's Medical Security Insurance Plan (CMSIP), which enables families to secure free or low-cost health insurance for children through age 18.
- Optima Family Care begins offering a girl's basketball league in Hampton Roads in an effort to educate at-risk girls about key health and wellness issues while providing them wholesome competition and character-building opportunities.

2000

- Three health plans administered by Optima Health receive the highest level of accreditation from the National Committee for Quality Assurance (NCQA) – Optima's Commercial HMO, POS Plan, and Sentara Health Plans, Inc.'s Commercial HMO. Optima Health HMO Medicaid product (Sentara Family Care) receives a "Commendable" Accreditation by NCQA.

2001

- Optima Health ranks in the top 10 HMOs with the best-rated pharmacy benefits in a survey by the National Research Council. Optima Health Plan is the highest-ranking Virginia based-plan on the list.
- Four health plans administered by Optima Health receive the highest level of accreditation from the NCQA. Optima Health Plan's Commercial HMO, Commercial POS Plan, Sentara Health Plans, Inc.'s Commercial HMO and Family Care are all awarded an accreditation of "Excellent" by NCQA.

2002

- For the fifth consecutive year, health plans administered by Optima Health receive the highest level of accreditation from the National Committee for Quality Assurance (NCQA).

2003

- Sentara Health Management plans receive the highest level of accreditation from the National Committee for Quality Assurance (NCQA), marking the sixth consecutive year of recognition. Optima Health Plan is Virginia's only commercial HMO to maintain NCQA's highest accreditation status since 1998.
- Optima Family Care girls basketball league expands to offer a fall and summer league. The program was launched in 1999 to help educate at-risk girls about key health and wellness issues while providing character-building opportunities.

2004

- Optima Health's Partners in Pregnancy program to improve prenatal care for women on Medicaid wins a national award from the Disease Management Association of America (DMAA). The program has significantly reduced admissions to neonatal intensive care units (NICUs), in lengths of stay for babies in NICUs and in the costs of hospitalizations.
- Optima Family Care's Girls Summer Basketball League receives a \$35, 675 grant from Virginia Tobacco Settlement Foundation (VTSF). The grant along with volunteers from Old Dominion University's urban studies program and nurses from Sentara's Community Health and Prevention Division have been trained to bring important messages to at-risk girls in Norfolk between ages 10 and 13.

2005

- The Optima 'Life Coach' Diabetes Program wins the 2005 "Excellence Award for Best Provider Engagement Initiative" from DMAA Disease Management Association of America (DMAA).
- Optima Health receives its first-ever award for asthma management from the U.S. Environmental Protection Agency (EPA). The national Environmental Leadership Award in Asthma Management recognizes Optima's innovative program to control environmental factors in patients' homes that trigger asthma attacks.
- The Disease Management Association of America (DMAA) recognizes Optima's LifeCoach Model for Type 2 Diabetes.

- Optima Health receives its first “A” rating from Weiss Ratings, Inc., one of the most respected health plan ratings agencies in the nation, placing Optima among an elite group of 98 HMOs representing the top 19 percent of health plans.
- For the eighth straight year, all commercial HMO products administered by Optima Health earn the highest accreditation from the National Committee for Quality Assurance, (NCQA).
- Optima Health begins offering group insurance to the Richmond area.

2006

- Optima Health introduces Optima Medicare Preferred, a program for Medicare recipients through the Virginia-based Optima Health.
- Optima Health launches the *Choose Generics* campaign among members and the public statewide. The campaign urges physicians to authorize generics and consumers to ask for them.
- Optima Health Insurance Company and Optima Family Care are ranked in the top 100 health plans by *U. S. News & World Report*'s first national ranking of health plans.
- Optima Health Plans rank 50th among the nation's top health plans in the second national survey by *U.S. News & World Report* and NCQA. Six hundred and eighty four plans from across the nation are surveyed. Optima Family Care also places 25th among Medicaid products in a national survey. The *U.S. News & World Report* web site and magazine reference the ranking.
- Optimahealth.com receives the URAC Health Web Site Accreditation. The seal of approval means that Optima Health's website is a trusted source of health content and services. The site was evaluated against 50 standards for content, privacy, security and quality oversight.
- The Disease Management Association of America (DMAA) awards Optima Health and Sentara Home Care Services a national award for the home-based Sickle Cell treatment program for preventing Sickle Cell crises and sharply reducing ED visits and hospitalizations.
- Optima Family Care holds a regional basketball challenge for the Optima Family Care Central versus the Hampton Roads girl's basketball league. The annual challenge is between the Central Virginia League (Richmond, New Kent County, Petersburg, Charles City, Fluvanna County, Emporia and Williamsburg) and the Hampton Roads League (Norfolk, Portsmouth, Newport News, Chesapeake, Hampton, Virginia Beach and Suffolk). The program, which has reached more than 5,000 girls in Virginia, includes a mandatory health education class before each game. The league has recently expanded to include a Southside Regional League (Halifax County, Danville Parks and Recreation, Danville Boys and Girls Club, South Boston and Charlotte Courthouse Virginia.)

2007

- Optima Health is named the 2006/2007 Customer Care Award winner for the state of Virginia by the National Research Corporation, a health care research and quality improvement firm.

- Optima Health Case Management Team Leader Debi Hartz receives the American Diabetes Association's Cure Care Commitment award. The award is presented annually to a medical facility, practice or person who exemplifies the ADA's mission to provide a cure for diabetes, provide the best care possible and remain committed to people with diabetes.
- Optima Health's Partner in Pregnancy program marks five years and 50,000 moms. The program was developed with a goal of delivering full-term, healthy babies for high-risk women through a multi-disciplinary approach during pregnancy.
- Optima Health offers four comprehensive Medicare Advantage plan choices, including two new \$0 premium options.
- Optima Health customers now have access to an enhanced consumer-driven product, including a health savings account (HSA) and high deductible health plan (HDHP). Optima is partnering with HealthEquity® Inc., a leader in personal health care financial services to provide Optima members with more choices.
- Optima Health provides group health coverage in Fredericksburg and surrounding King George, Stafford and Spotsylvania counties.
- Optima Family Care offers coverage in Lynchburg where enrollees have a choice of three plans.
- Optima Health offers explanation of benefits online via secure e-mail.
- Optima Health introduces Medicare Advantage Plans during the Medicare Annual Enrollment period. The Medicare Advantage Plans provide more coverage than traditional Medicare alone, including prescription drug coverage. Additional consumer options include preventative care, vision, dental and hearing aid discounts, wellness programs and disease management.
- By the end of 2007, Optima Health is available for commercial members in all of Central Virginia, from Fredericksburg to Emporia and The Necks, including Essex, King and Queen and Lancaster counties. Expansion plans for 2008 include Charlottesville, Harrisonburg and Winchester."