

OptimaHealth ®

WE IMPROVE HEALTH EVERYDAY

ISHN/MSHA Provider Seminar





May 2012

OPTIMA HEALTH

- **Subsidiary of Sentara Healthcare located in Virginia Beach**
- **Ranked 1st among Modern Healthcare's 2010 and 2011 Top 100 most highly integrated delivery systems.**
- ★ **Virginia Based Health Plan – offices in Virginia Beach, Richmond and Roanoke. We also have home-based employees located statewide.**
- **Not-for-Profit organization in operation since 1984**
- **Products for Commercial members, government programs (Medicaid), Behavioral Health and EAP.**

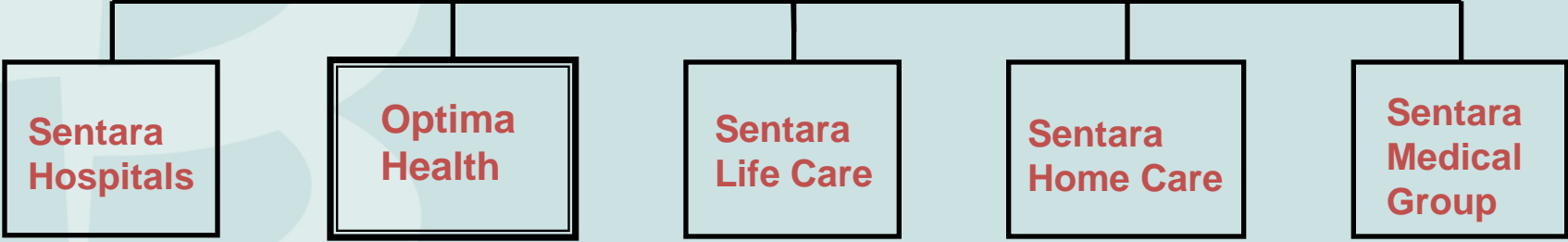
THE OPTIMA HEALTH DIFFERENCE

Award Winning Wellness and Disease Management Programs

-  National Environmental Protection Agency (EPA) Leadership Award for Asthma Management Initiative
-  Disease Management Association of America (DMAA) Best Provider Engagement Initiative for Diabetes Program
-  Disease Management Association of America (DMAA) for Partners in Pregnancy Program
-  Disease Management Association of America (DMAA) Best Medicaid Program for Sickle Cell Management Initiative



Sentara Healthcare
Virginia Corporation -Non Profit
501(C3)



PROVIDER NETWORK

Existing Networks

Hampton Roads

Eastern Shore

Central Virginia

Charlottesville

Danville/Halifax

Roanoke

Winchester (and surrounding area)

Northern Neck

Fredericksburg/Culpeper

Lynchburg (OFC)

Harrisonburg

Loudon/Fauquier (PPO only)

Networks in Development

Southwest Virginia

Lynchburg (Commercial)

Northeastern

North Carolina

Northern Virginia



SOUTHWEST VA HOSPITAL NETWORK*

In Virginia:

- ◆ Johnston Memorial Hospital
- ◆ Norton Community Hospital
- ◆ Smyth Community Hospital
- ◆ Dickenson Community Hospital
- ◆ Russell County Medical Center
- ◆ Wythe Community Hospital
- ◆ Clinch Valley Medical Center
- ◆ Buchanan General Hospital
- ◆ Carilion Tazewell Hospital

In Tennessee:

- ◆ Sycamore Shoals Hospital
- ◆ Franklin Woods Community Hospital
- ◆ Indian Path Medical Center
- ◆ Johnson City Medical Center
- ◆ Niswonger Children's Hospital
- ◆ Johnson County Community Hospital
- ◆ Woodridge Hospital (Behavioral Health)

*This listing reflects current participation, and does not represent the entire list of participating hospitals in the Optima Health network.

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OPTIMA HEALTH PRODUCT CHOICES

COVA CONNECT PLAN

EPO

Exclusive Provider Organization

In-network only plan using PPO platform*

- **Uses PPO provider network**
 - **Multiplan/PHCS providers are in-network when member is outside Optima service area**
- **No referrals required**
- **Basic Benefit = In-network only**
- ***Optional: Employee may add out of network benefit**

OPTIMA PRODUCTS

- Optima Vantage – (HMO)
- Optima Point of Service (POS)
- Optima Plus (PPO)
- Optima Foursight (PPO)
- Optima Design (HRA)
- Optima Equity (HSA)
- **Optima Family Care – Medicaid**

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THE OPTIMA FAMILY CARE DIFFERENCE

Optima Family Care ID Card



FAMILY CARE

Member Name: John Doe

Member Number: 9999999*99

Group Number: 999999

Member Effective Date: 99-99-99

PCP Name: 999999999999999999999999

PCP Phone: 999-9999

OV: \$99999

ED: \$99999

RX: \$99999

Medicaid #: 999999999999

DOB: 99-99-9999

Detailed benefit information is available at optimahealth.com

OPTIMA FAMILY CARE

Member & Community Outreach



- **159,659 Members**
- **High Touch Member Centric Outreach in Home**
 - Reach 72% valid address within 90 days
- 9,000+ new households
 - Member retention focus -- retain 85% of newborns
 - Specific outreach to disabled & children with special health care needs -- reach 6,000 members / year
- **Focus on Clinical Outreach**
 - Reach out to members with frequent ER utilization – Seen reduction of 100 visits per 1000 members
 - Complete health assessments electronically – 23,000+ (2010)

OPTIMA FAMILY CARE INCLUDES:





- ◆ Aged, Blind & Disabled
- ◆ LIFC (Low Income Families with Children)
- ◆ FAMIS (Family Access to Medical Insurance Security Plan)

WHAT ARE OUR GOALS?

- ❑ Provide comprehensive health benefits and services – meeting quality standards while reducing costs
- ❑ Educate members to seek care early and appropriately
- ❑ Increase access through private physicians, community resources, and community provider sites
- ❑ Focus on preventive services
- ❑ Delighted members

AFTER HOURS SERVICE

(800) 394-2237

-  Registered nurses available to members from 5 p.m. until 8 a.m. Monday through Friday, and 24 hours a day on weekends and holidays.
-  Reduces the number of after hours non-emergency calls received.
-  After hours nurses will contact the PCP if the situation requires it.
-  After hours nurses provide a written follow-up to physician when a patient calls.

TRANSPORTATION SERVICES:

- ◆ **Emergency Ambulance** covered from site of injury or onset of symptoms to the closest facility. Transport between facilities must be pre-authorized by Medical Care Management.
- ◆ **Transportation** is covered by Optima Family Care for eligible members for medical appointments. If a Optima Family Care member has no other means of transportation, it will be provided to transport the member to a participating provider's appointment. The member is expected to call **(877) 892-3986** five days in advance of non-urgent appointments to have the transportation arranged and pre-authorized.
- * **Transportation is not covered for FAMIS members.**

STEPS TO A HEALTHY PARTNERSHIP

- Choose your Primary Care Physician (PCP)
- Call your PCP first for coordination of care
- Talk with your PCP before going to see a specialist
No referral is required, but some services require preauthorization
- Use the Emergency Room for life-threatening emergencies only
- Call for transportation 5 business days in advance.
(MCO members Only)
- Cancel appointments you can't keep
- Call Member Services if you have any questions

In Home Health Assessment

Form 1

OFC Marketing Health Assessment

OFC Id Name F, M, L

Medicaid Id Date of Birth

1. Has a doctor told you that you have any of the following conditions (please check ALL that apply) or select - None of the above:

Asthma Chronic obstructive pulmonary disease (COPD) Chronic Pain

Depression Diabetes (other than during pregnancy) End Stage Renal Disease (ESRD)

High cholesterol High blood pressure (hypertension, other than during pregnancy) Sickle Cell

Stroke Heart disease (CAD, angina, heart attack) Heart failure (CHF)

None of the above

In the last 2 weeks, have you been bothered by any of the following problems:

1a. Little interest or pleasure in doing things:

1b. Feeling down, depressed, or hopeless:

2. When did you last have a routine check-up?

3. Do you currently smoke or use any tobacco products? Tobacco Use

4. Are you pregnant? Pregnant Due Date

5a. How many times have you been seen in an EMERGENCY ROOM in the past 12 months?

5b. How many times have you been admitted to a HOSPITAL for your medical or behavioral health in the past 12 months?

6. What is your weight? Pounds

7. What is your height? Feet in inches

8. Do you think you would benefit from having a nurse case manager?

Comments:

- Automated Process
- HA Turnaround – 2 Days
- Identifies Members With chronic diseases
- Early Disease Management intervention
- First Step DM Education
- Direct Referral into eCase for Case Management
 - 40% of all pregnancies identified through home assessment.
- Identify non-compliance
 - Medications
 - PCP visits

COMMUNITY OUTREACH/RETENTION INITIATIVES

Objective:

- Provide support to our community partners
- Reach our target audience through alignment for similar causes
- Draw out “Hard to Reach” members

Health Plan Participation

- Existing neighborhood functions
- Health fairs







Community Involvement Showcase




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Optima Health Provider Information

PHARMACY SERVICES

-  Formulary is used. Prescription drugs and some over the counter drugs are provided at no cost to the member.
-  If drug is not on formulary - a non formulary drug request may be faxed to Pharmacy Medical Care Management. Physicians will be notified within 24 hours of decision.
-  Some drugs require prior authorization. If a prior auth is required, but not obtained, the prescription will deny at point of service.
-  Participating pharmacy listing is included in Member's Plan Directory.
-  New OFC members will receive a month supply of a non-formulary drug to allow for authorization of the drug or transition to a formulary drug.
-  Visit www.optimahealth.com

PHARMACY SERVICES (cont.)

-  OTC Medications - some over the counter drugs are provided at no cost to the member when the physician writes a script for the OTC medication. Please refer to the Standard and Preferred Drug Listing for these medications.



Formulary Authorization Forms can be found on

www.optimahealth.com


IN-OFFICE LAB LIST

- In-office lab list for PCP's and Specialists.
 - providers may be reimbursed for designated lab services
- If a lab is drawn in the office and the specific lab code is not on the in-office list, Optima Health will reimburse the draw fee (36415, 36416 only), but the specimen must be sent to an Optima Health participating reference lab provider.
- Some specialties may be reimbursed for designated in-office lab services
- Check www.Optimahealth.com for a list of the in-office lab lists and reference lab sites.

REFERENCE LAB DRAW SITES

- * Synergy Labs
- * Solstas Labs
- * LabCorp

VISION SERVICES

-  **Injuries and eye surgery are covered by members' medical benefits through Optima Health providers.**
-  **Vision is provided through EyeMed's Select provider network.**

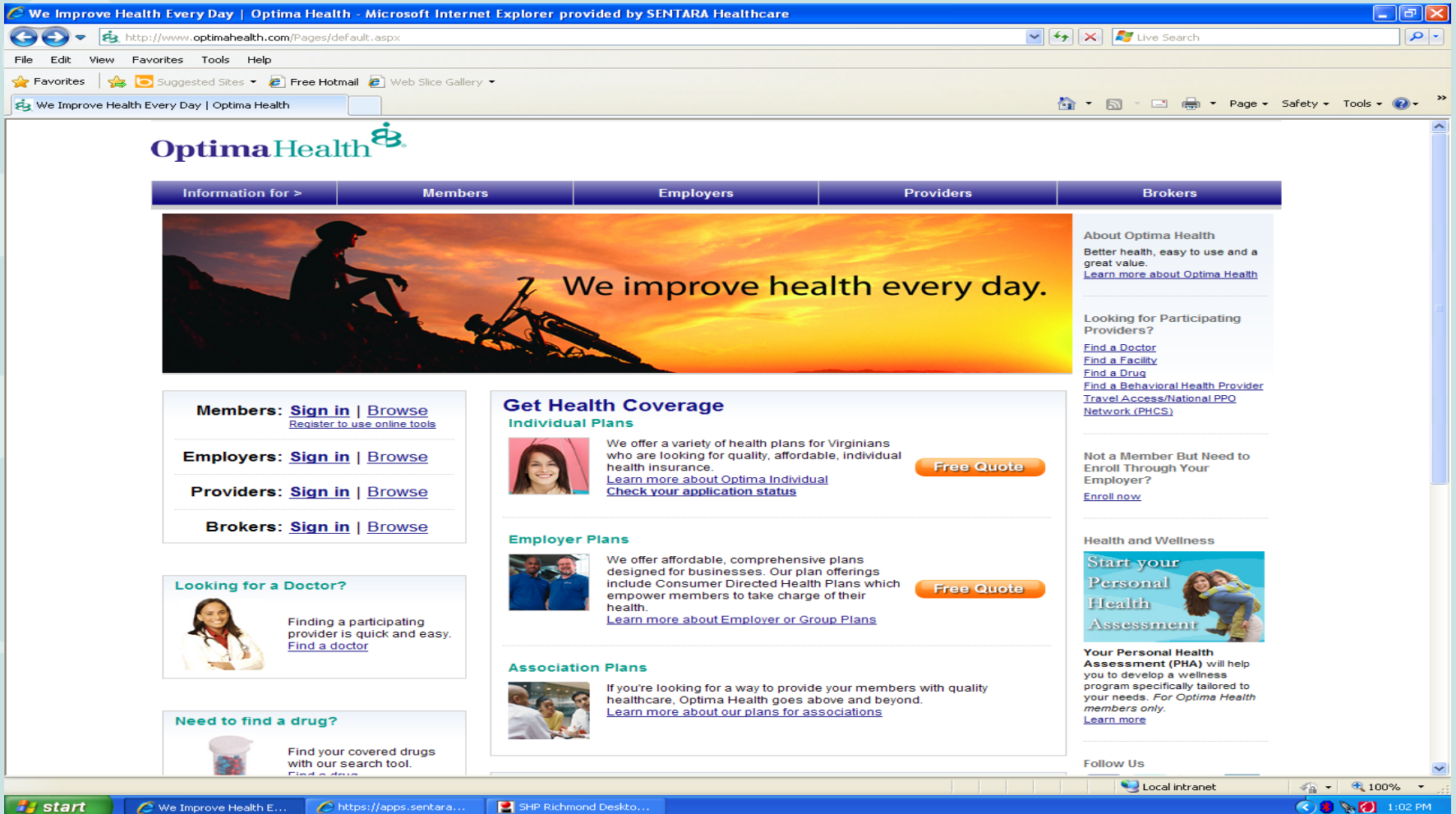
CHIROPRACTOR SERVICES

Chiropractor services are currently administered by American Specialty Health Networks (ASHN)

DMAS CARVED OUT SERVICES

- DMAS (FFS) continues to reimburse for:
 - Community rehabilitation mental health, mental retardation, and substance abuse treatment
 - Targeted Case Management (Medicaid only-not covered under FAMIS)
 - Early Intervention Services
 - Lead Investigations
 - Abortions (only for life or health of mother)
- Dental Services will continue to be provided through our *Smiles for Children_{SM}* program and reimbursed by DentaQuest (formerly Doral Dental)

ONLINE WEB ACCESS



The screenshot shows the OptimaHealth website interface within a Microsoft Internet Explorer browser window. The browser's address bar displays the URL <http://www.optimahealth.com/Pages/default.aspx>. The website header features the OptimaHealth logo and a navigation menu with tabs for "Information for >", "Members", "Employers", "Providers", and "Brokers". A large banner image shows a person sitting on a rocky outcrop at sunset, with the text "We improve health every day." overlaid. Below the banner, there are several content blocks: "Members: Sign in | Browse" with a link to "Register to use online tools"; "Employers: Sign in | Browse"; "Providers: Sign in | Browse"; "Brokers: Sign in | Browse"; "Looking for a Doctor?" with a photo of a doctor and a link to "Find a doctor"; "Need to find a drug?" with a photo of a pill bottle and a link to "Find a drug"; "Get Health Coverage" section with sub-sections for "Individual Plans", "Employer Plans", and "Association Plans", each featuring a photo and a "Free Quote" button; "About Optima Health" with a link to "Learn more about Optima Health"; "Looking for Participating Providers?" with links for "Find a Doctor", "Find a Facility", "Find a Drug", and "Travel Access/National PPO Network (PHCS)"; "Not a Member But Need to Enroll Through Your Employer?" with a link to "Enroll now"; "Health and Wellness" section with a "Start your Personal Health Assessment" graphic and a description of the Personal Health Assessment (PHA) program; and "Follow Us" at the bottom. The browser's taskbar at the bottom shows the Windows Start button, several open applications including "We Improve Health E...", "https://apps.sentara...", and "SHP Richmond Deskto...", and the system tray with the date and time "1:02 PM".

www.optimahealth.com

➤ **Many useful tools can be accessed on our website without registered user access:**

- ✓ Quarterly Provider Newsletters
- ✓ All Pre-Authorization Forms
- ✓ Quarterly Pharmacy Updates
- ✓ In-Office Lab List
- ✓ Provider Manual
- ✓ Health Reform Updates
- ✓ Search for Participating Providers **enhancements are coming**

*Optima Behavioral Health providers please access
www.optimabehavioralhealth.com

FIND A DOCTOR

[Need help with searching?](#)

Doctor Search

Find doctors, facilities and pharmacies quickly and easily.

Hospital, Facility and Other Services Search

Behavioral Health Search

Additional Searches

[Preventive Vision Network](#)

[PPO Chiropractic Network](#)

[HMO/POS Chiropractic Network\(Chiropractic Rider Only\)](#)

[Saving More \(Discount Program\)](#)

Pharmacy Search

Urgent Care Search

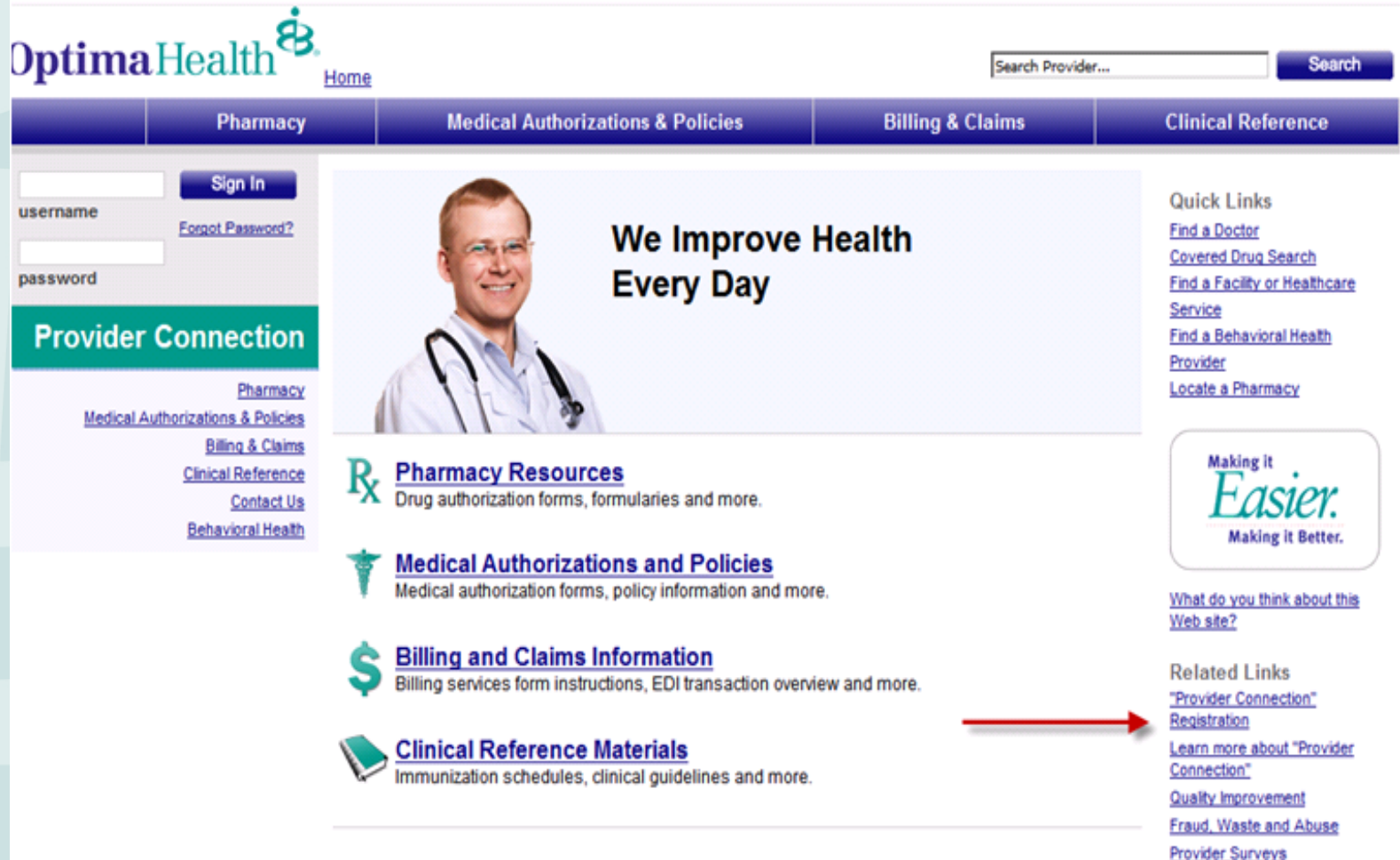


- Combined display of providers: medical, behavioral health, PHCS, Chiropractic, etc.
- User friendly, visually attractive
- Searchable by group name, provider name, specialty...
- Mobile apps for Droid and iPhone launching soon

PROVIDER CONNECTION

Participating Provider Portal

Optimahealth.com



The screenshot shows the OptimaHealth.com homepage. At the top left is the OptimaHealth logo and a 'Home' link. To the right is a search bar for providers. Below this is a navigation menu with categories: Pharmacy, Medical Authorizations & Policies, Billing & Claims, and Clinical Reference. On the left side, there is a sign-in form with fields for 'username' and 'password', a 'Sign In' button, and a 'Forgot Password?' link. Below the sign-in form is a 'Provider Connection' section with links to Pharmacy, Medical Authorizations & Policies, Billing & Claims, Clinical Reference, Contact Us, and Behavioral Health. The main content area features a banner with a doctor's photo and the text 'We Improve Health Every Day'. Below the banner are four resource sections: Pharmacy Resources (with an Rx icon), Medical Authorizations and Policies (with a caduceus icon), Billing and Claims Information (with a dollar sign icon), and Clinical Reference Materials (with a book icon). On the right side, there is a 'Quick Links' section with links to Find a Doctor, Covered Drug Search, Find a Facility or Healthcare Service, Find a Behavioral Health Provider, and Locate a Pharmacy. Below that is a 'Making it Easier' logo with the tagline 'Making it Better.' At the bottom right, there is a 'What do you think about this Web site?' link and a 'Related Links' section with links to 'Provider Connection' Registration, Learn more about 'Provider Connection', Quality Improvement, Fraud, Waste and Abuse, and Provider Surveys. A red arrow points from the 'Clinical Reference Materials' section to the 'Registration' link in the 'Related Links' section.

Optimabehavioralhealth.com

Home → Providers → Provider Resources

Provider Connection ▼

- [Provider Registration](#)
- [View Eligibility](#)
- [View Claims](#)
- [View Remits and Pend Reports](#)
- [Delete User Request](#)

- ▶ [Common Questions](#)
- [Provider Resources](#)
- ▶ [Quality Improvement](#)
- ▶ [Rights and Responsibilities](#)

Provider Resources

Welcome! Optima Behavioral Health (OBH) is one of Virginia's largest and most experienced behavioral managed care organizations, with over 25 years experience and nearly 4,700 providers across the state. We have customized provider networks that are carefully selected, fully credentialed, and designed to provide geographically accessible, barrier-free and clinically appropriate care. [Learn more about OBH.](#)

This site provides resources that will be important keys to your success with OBH. If you are in need of information or resources that are not available here, please contact Provider Services at 1-800-648-8420.

- [Contact information](#)
- [Frequently Asked Questions](#)

Introducing Provider Connection!

Check claims status, verify member benefits, and view remits and reports **online**. Registration is open for all behavioral health providers and office staff.

Want to sign up for Direct Deposit?

Complete the [EFT Enrollment Form](#).

Find It Fast

Site This Section

Search

- ▶ [Find a Provider](#)
- ▶ [Contact Us](#)
- ▶ [Optima EAP](#)
- ▶ [Employment](#)
- ▶ [Web Site Map](#)
- ▶ [Confidentiality](#)

 [Printer-friendly format](#)

 [Email this page](#)

PROVIDER CONNECTION

- Use the **Provider Connection Registration** link on www.optimahealth.com* to request a secure user name and password. Once set up, you will be able to:
 - ✓ *View Eligibility*
 - ✓ *View Claim Status*
 - ✓ *View Remits and Pending Claim Reports*
 - ✓ *View Authorization Status*
 - ✓ *View PCP membership reports*
 - ✓ *Submit On-line Reconsiderations*
 - ✓ *Access C3 - Clear Claims Connection*

*Optima Behavioral Health providers please access www.optimabehavioralhealth.com

ELIGIBILITY VERIFICATION

Optima strongly recommends verifying each member's benefits and eligibility prior to rendering services.

This is an important step in ensuring reimbursement.

◆ Verification may be obtained by:

- * Optima, www.optimahealth.com
- * Optima Behavioral Health, www.optimabehavioralhealth.com
- * Interactive Voice Response (800)-229-8822

ELIGIBILITY CONTINUED

- Providers may use the Optima Health eligibility verification systems or use the DMAS systems:
 - Web-based
 - Telephone
 - Swipe card
- Presentation of ID card does not guarantee eligibility



PRE-AUTHORIZATION AND CLAIMS PROCESS

PRE-AUTHORIZATIONS/REFERRALS

Authorizations are required for:

- ◆ Inpatient Admissions
 - ◆ Outpatient Surgery
 - ◆ Therapy PT/OT/ST
 - ◆ DME (rental, custom-made or over \$250.00)
 - ◆ Home Health
 - ◆ Out of Area Care
 - ◆ Cardiac Rehab
 - ◆ Admission to a Skilled Nursing Facility
 - ◆ PET Scan
- * *Please see additional handout for a full listing of services.*

Please note:

NO Pre-Authorization or Referral is required when referring to any Optima Health participating provider.

PRE-AUTHORIZATION INFORMATION

- To assist in the transition process, DMAS will be providing Optima Health and other MCOs with Medical Transition Reports and Health Status Survey information from the Managed Care Helpline
- This information will assure that services with authorizations, etc., are transferred to Optima Health and other MCOs, without disruption
- If you have prior-authorized a service, the authorization must be honored by Optima Health

PRE-AUTHORIZATION INFORMATION (cont'd)

- Elective cases will be reviewed and completed within 4 to 5 days from the date or receipt
- Urgent cases will be completed within 72 hours from the time of receipt
- Emergent cases that need to be done within 24-48 hours should be called in to the Medical Care Management Department (NOTE: these are cases that meet *emergent* criteria and would result in loss of life, limb, or result in permanent injury)

PRE-AUTHORIZATION SUBMISSIONS

- **Phone:** (757) 552-7540 or (800) 229-5522
- **Fax:** (757) 552-7249 or (877) 800-2839
- **Mail:** Optima Health-Clinical Care Services (CCS)
4417 Corporation Lane
Virginia Beach VA 23462
- **NOTES:**
 - Pre-authorization forms can be found at www.optimahealth.com.*
 - Authorization status can be viewed online at www.optimahealth.com. A secure user ID and password are required.

*Optima Behavioral Health providers please access
www.optimabehavioralhealth.com

CLAIMS INFORMATION



Preferred method of claim filing is electronic

- We accept the following electronic vendors:
 - * **PayerPath - UB/CMS**
 - * **Optima - UB/CMS**
 - * **Vendors that connect through Payerpath**
- Optima's Payor ID# is 54154

Paper claims will be submitted to the following address:

CLAIMS
P.O. Box 5028
Troy, MI 48007-5028

- ❖ We can now accept medical records, notes, and COB in conjunction with the submission of electronic claims.
- ❖ Providers submitting electronic claims may fax notes, including document control number, directly to Optima within 24 hours of the electronic claims submission. Please fax to (757) 275-9953

*Optima Behavioral Health providers please access

www.optimabehavioralhealth.com

You can connect directly to Payerpath or, have your vendor or clearinghouse call Payerpath for connection. Below is a list of some participating vendors:



CLAIMS PROCESSING TIME

- 🕒 Our timely filing deadline on all claims is 365 days from the service date – this includes corrections, reconsiderations, and appeals.
- 🕒 Average turnaround time for clean claims:
 - * Electronic 14 days
 - * Paper 25 days
- 🕒 Delays may occur because of coordination of benefits, lack of authorization, incomplete information, or medical review

REFUNDS, APPEALS, & RECONSIDERATIONS

How to submit Reconsiderations

- Registered providers on **Optimahealth.com/ProviderConnection** may electronically submit reconsiderations*
- Reconsiderations may also be completed by paper and mailed to:

Medical: Claims

P.O. Box 5028

Troy, MI 48007-5028

Behavioral Health: Claims

P.O. Box 1440

Troy, MI 48099-1440

*Optima Behavioral Health providers please access
www.optimabehavioralhealth.com

REFUNDS, APPEALS, & RECONS (cont'd)

Refund Process

- When sending a refund, please send a copy of the remit, reason claims was paid in error, and check to:

**Optima Health Recovery Unit
P.O. Box 61732
Virginia Beach, VA 23466
Toll Free 1 (800) 508-0528**

Appeals Process

- Appeals may be submitted in writing within 365 days from the date of service. Detailed information and supporting written documentation should accompany the appeal.
- Appeals should be sent to:

**Optima Health
P.O. Box 62876
Virginia Beach, VA 23466-2876**

Or faxed to: (757) 687-6232 or (888)472-3920

❖ All forms can be found at www.Optimahealth.com or www.Optimabehavioralhealth.com

ELECTRONIC FUNDS TRANSFER (EFT)

ELECTRONIC FUNDS TRANSFER

Electronic Funds Transfer (EFT) and Electronic Remittance Advice (ERA) are encouraged! Forms for set up are located at www.optimahealth.com*

If you need help with the set up and implementation of EFT/ERA transactions, contact Optima's Disbursement Supervisor at (757) 252.8055

Benefits of EFT:

- ✓ Safer, more secure and efficient method of claims payment.
- ✓ Funds are deposited within 24 hours after payments are processed.
- ✓ Clean claims are processed and paid w/in average of 7 days when submitted electronically *and payment made through EFT.*
- ✓ You will be notified via e-mail when deposit is made to your bank account. The notice contains the last 4 digits of the bank acct, dollar amount and control # of the remit. This notice is sent to the e-mail addressed supplied on the EFT set up form.

*Optima Behavioral Health providers please access www.optimabehavioralhealth.com

IMPORTANT PHONE NUMBERS

Provider Services	1-800-229-8822
Member Services (OFC)	1-800-881-2166
Clinical Care Services Pre-Auth	1-800-229-5522
Clinical Care Services Fax	1-877-800-2839
Behavioral Health	1-800-648-8420
After Hours Program	1-800-394-2237




IMPORTANT PHONE/FAX NUMBERS

 Network Relations Manager - Optima Health
Didi France: ph: 540-562-8237 fax: 540-562-8222

 Network Educator - Optima Health
Susan Crowder ph: 540-562-8239 fax: 540-562-8222

 Network Relations Manager - Optima Behavioral Health
Leonora Ortiz ph: 757-687-6408 fax: 866 -751-7645

 Network Educator - Optima Behavioral Health
Sheena Deyo ph: 804-510-7431 fax: 804-510-7459

RESOURCES

- Online Reference Manual and Quarterly Network Newsletter can be found at www.optimahealth.com and www.optimabehavioralhealth.com
- Other Important websites:
 - www.dmas.virginia.gov
 - www.virginiamanagedcare.com
 - ManagedCareHelp@dmas.virginia.gov
 - www.famis.org



QUESTIONS?