

HEALTHY *futures*

WINTER 2010

Piedmont Unveils New Website

Piedmont Community Health Plan is pleased to announce the completion and launch of its next generation company website. After careful consideration of our member's and business partner's needs, the new **www.pchp.net** has arrived.

The site has undergone a major transformation. Navigation is vastly improved to make information easier to find by dividing it into four main categories: Members, Employers, Providers, and Brokers.

There are also more forms and hyperlinks available, and the site's

overall design has been revamped with new graphics, lists, and photos.

Most importantly, is the addition of a special online "Participating Provider" menu which allows members to search for a Piedmont network provider by name, keyword, or specialty. This application features an individual item search link, plus a full pop-up menu of all providers' specialist designations.

"We're excited to introduce our new website to our members, group administrators, healthcare providers, and our valued brokers," says Cheryl Midkiff, Dir. of Marketing.

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"We feel we have a very comprehensive site with the latest information available to assist our members and business partners. Plus this new site is equipped with a content management system that will allow us to make timely changes and improvements when necessary. So check back often for the latest information and to see what's new."

The revised Piedmont website also provides newly added information such as "News" and "Careers" web-pages, as well as an overview of the company in the "About Us" section.

The site is engineered to be viewable with most internet browsers and on most computers. Special attention was given to utilizing a format that is universal in its compatibility and design. Images and uploaded documents have also been optimized to ensure they load quickly.

For questions or comments regarding the new Piedmont website please call Ken Bunch at 434-947-4463, ext. 222, or e-mail kbunch@pchp.net.



A black and white "screen shot" of the new www.pchp.net homepage.

A Plan for Wellness in 2010



Wellness is more than just staying healthy. It is about being aware of how all of your surroundings impact your life. This includes being conscious of how you eat and increasing physical activity, but also trying to eliminate the things in your life that can lead to poor health.

Beginning this year, Piedmont Community Health Plan is taking a new step toward wellness. We will be offering companies who participate in the Health Risk Assessments

(HRA) opportunities to engage their workforce in taking charge of their health. This includes a variety of 20-45 minute Lunch & Learn programs which will focus on a range of issues, such as the importance of preventative care, hypertension, exercise, and nutrition.

In addition to our Lunch & Learn offerings, we also offer long-term programs that address smoking cessation and weight-management. Our six-week Smoking Cessation program is facilitated by Piedmont staff and focuses on the many different factors that lead to the addiction of tobacco. We work with you to help break the habit.

Also in development is a 12-week lifestyle and weight management program. The focus is going to be on lifestyle change for long term success in weight management; it is not about what you shouldn't eat, it is about how to make the right choices.

So stay tuned for more information coming on this subject both from Piedmont and possibly your employer. Also take a look at our special Wellness webpage at www.pchp.net. Remember, wellness is the key to a lifetime of change.

Meet Jessica Munnikhuysen

We would like to introduce Ms. Jessica Munnikhuysen, Piedmont's Wellness Program Coordinator. This is a newly created position to enable Piedmont to assist our employer customers with their employee wellness goals and objectives.



Ms. Jessica Munnikhuysen

Jessica brings some very specific experience and credentials to her new position with Piedmont. In February 2009, she worked for Centra as an Exercise Physiologist in several of their cardiopulmonary and wellness satellite offices at the Moneta, Bedford and Jamerson YMCAs. She also developed exercise programs specific to Centra's client's needs, and facilitated several 12-week lifestyle and weight management sessions at Bedford Memorial Hospital.

Jessica received a Bachelor of Science degree in Health Sciences in 2008 from Ferrum College, graduating Summa Cum Laude. She has been awarded the Health Sciences Award and is a member of Alpha Chi National Honor Society.



Piedmont offers its members the convenience of walk-in mail order pharmacies for 90-day prescriptions. This allows you to take advantage of your mail order prescription benefit for maintenance medications with the convenience of walking into any of the following stores:

- **Appomattox Drug Store**

Appomattox 434-352-7161
M-F 8:30am-6:30pm
Sat. 8:30am-4pm

- **CVS Pharmacies (all)**

See individual stores for hours.

- **Gretna Drug**

Gretna 434-656-1251
M-Thu. 8am-9pm, Sat. 8am-6pm
Sun. 1-6pm

- **Hometown Pharmacy**

Appomattox 434-352-3784
M-F 8am-6pm, Sat. 8am-1pm

- **K-Mart Pharmacies (all)**

See individual stores for hours.

- **The Medicine Shoppe (all)**

See individual stores for hours.

To access this benefit, first let your physician know you would like a prescription for a 90-day supply of your maintenance medication.

Then you can either have the prescription filled by mail by completing a mail order form and sending it in to CVS Caremark, or you can simply walk into one of these Piedmont participating pharmacies.

Your Piedmont 90-day supply benefit saves you time and money, because there is no waiting for the mail and the 90-day supply co-pay is lower than getting three 30-day supplies.

Piedmont Launches Oncology Care Program

In 2009 Piedmont launched a new Oncology Care Management Program. This program is for those members who have been diagnosed with cancer and would benefit from education, coordination of services and cost effective care options. Like the existing Complex Case Management Program, one of the main objectives of this program is to assist the member in receiving the right care and at the right place and time.

Lori Fox, Piedmont's Dir. of Medical Management explains, "Our oncology care program is for members who would benefit from coordinated resources and cost-effective care options. Having a cancer diagnosis can be frightening and traumatic. Our care managers can provide support and coordinate services that help the member better understand and self-manage his or her treat-

ment. Our nurses work together with the member and his or her health-care providers to ensure optimal services and treatment."



Piedmont developed this program in collaboration with The Centra Pearson Cancer Center in order to be consistent with education, treatment options and continuity of care. Members who voluntarily choose to be in this program are contacted by one of Piedmont's Case Managers. The case manager will then develop an individualized plan of care to assist

the member in understanding their current health status, what they can do about it and why those treatments are important.

The case manager may collaborate with other members of the health care team to enable the member to achieve their healthcare goals more effectively and efficiently.

And there is some good news concerning cancer survival rates, too. A new report from the nation's leading cancer organizations shows cancer death rates decreased on average 2.1 percent per year from 2002 through 2004, nearly twice the annual decrease of 1.1 percent per year from 1993 through 2002.

To find out more about the Oncology Care Program please call Piedmont's Medical Management Department at 434-947-4463, option 3.

Why Choose Generics?



Americans are using prescription drugs more than ever to manage chronic health conditions and prevent problems, but these drugs can be expensive. An easy way you can help keep healthcare affordable is by asking about high-quality generic equivalents whenever you get a prescription. These drugs have been proven to be just as effective as their higher priced counterparts.

Both medicines have the same active ingredients, the same strength and usually use the same dosage. But the generic drugs cost less because drug companies spend more to market and advertise name-brand drugs.

Also, many discount stores now have their own generic drug programs with some great savings including Walmart, Kroger, Target and K-Mart. Choosing generic drugs is an easy, safe, and inexpensive way we can all work to help keep costs down.

About Your Annual Benefits Statement

Recently many Piedmont members received a Subscriber Benefits Statement in the mail. This is a new effort by Piedmont to help you better understand your medical and prescription drug benefits.

This statement is not a bill. It is a summary of the amounts paid during the calendar year 2009 by your Piedmont plan towards your medical and pharmacy coverage. It also shows how much you paid out-of-pocket for services and prescriptions for you and all of your covered dependents.

"We want our members to have a good visual tool they can refer to that shows their spending and the payout history of their plan for a whole calendar year," says Jacquelyn Mosby, Piedmont's Director of Finance.

We hope that you find this information useful in better understanding your healthcare benefits. Our plan is

to continue to provide this information to you on an annual basis in the future. Please note that you will still get an explanation of benefits statement each time you receive medical services throughout the year. And you can check your claims history anytime online at the www.pchp.net member log-in.

If you have any questions about the annual benefits statement, please contact our customer service representatives at **434-947-4463**, or toll free at **800-400-7247**.



Additions To Network

- Allergy Partners of Lynchburg**
Dr. Charles Lane, MD
- Centra Health Breast Services**
Dr. Audrey Graham, MD
- Centra Southside Professional**
Dr. Jerry Lucas, MD
- CVFP-Rustburg Family Practice**
Dr. Troy Mohler, MD
- Evergreen Counseling & Consulting**
Pamela Lygon, M. Ed., LPC
- Gastroenterology Associates**
Dr. Wei Hou, MD
- Light Counseling Associates**
Mr. Fern Sutton, LPC
- Lynchburg Nephrology Physicians**
Dr. Susan Abdullah, MD
Dr. Nitin Khosla, MD
- Piedmont Eye Center, Inc.**
Dr. Gene Moss, MD
- Piedmont Psychiatric Center**
Dr. Veronica Matthews, MD
Dr. Jaime Bamford, MD
- Plastic Surgery Associates**
Dr. Keith Pitzer, MD
- Radiology Consultants**
Dr. Alfred Shilling, MD
- Virginia Eye Clinic**
Dr. Samuel Phelps, OD
- Women's Health Services**
Dr. Lynett Schindler, MD

Additional Services Update

Piedmont members are eligible to receive a variety of value added quality of life discounts. See the website at www.pchp.net for all the categories and the latest updates. Please welcome these new vendors to the Piedmont program:

Carmen Lazenby LMBT, CKTP
Monroe, NC 704-221-5872
10% discount on massage services
15% discount on a package of 5
20% discount on a package of 10

Lynchburg Downtown YMCA
50% off joining fee
Lynchburg 434-847-5597

Orthopaedic Center of Central VA
Lynchburg 434-485-8500
Personal Training
10% discount on first 10 sessions

Address Correction

Piedmont would like to notify its members of a change of contact information for the Virginia Department of Health in Richmond, VA. This contact information is listed in the Certificate of Coverage booklet each member receives when they first join Piedmont Community Health Plan.

The information is listed in the member POS Plan Certificate of Coverage booklet on page 67, and on the PPO Plan booklet on page 64, under Item S, Complaints and Assistance.

The revised contact information is as follows:

- Mail:** Office of Licensure
VA Dept. of Health
9960 Mayland Drive, Ste. 401
Henrico, VA 23233-1463
- Tel:** Toll free: 800-955-1819
Richmond area: 804-367-2106
- Fax:** 804-527-4503
- E-mail:** mchip@vdh.virginia.gov

Piedmont Community Health Plan
 1937 Thomson Drive
 Lynchburg, VA 24501
 Phone: 434-947-4463
 800-400-PCHP (7247)
 Fax: 434-947-3670
 Website: www.pchp.net