



Department of Medical Assistance Services
600 East Broad Street, Suite 1300
Richmond, Virginia 23219

<http://www.dmas.virginia.gov>

MEDICAID MEMO

TO: All Providers Participating in the Virginia Medical Assistance Program or FAMIS Program

FROM: Patrick W. Finnerty, Director
Department of Medical Assistance Services

MEMO Special

DATE 8/20/2004

SUBJECT: Notice of Sentara Family Care's Name Change to Optima Family Care

The purpose of this memorandum is to notify you of Sentara Family Care's name change to Optima Family Care, effective October 1, 2004.

OPTIMA FAMILY CARE

The Department of Medical Assistance Services (DMAS) contracts with managed care organizations (MCOs) in certain areas of the state to deliver care to eligible Medicaid and FAMIS clients. One of the contracted MCOs, Sentara Family Care, has notified DMAS of its intent to change its name to Optima Family Care effective October 1, 2004. All of Sentara's products, including its commercial business, will be branded under the new Optima name and logo.

From August through October 2004, Sentara Family Care will be contacting all providers and members to advise them of the name change. **The change will require no action on the part of providers or Sentara Family Care's enrollees.** Telephone numbers, claims addresses, and other relevant information will remain unchanged.

In September, enrollee identification cards will be issued to all new and existing enrollees under the Optima Family Care Name and logo. During the transition period, you may see both Sentara Family Care and Optima Family Care identification cards. While you should continue to verify eligibility before seeing any Medicaid or FAMIS client, please continue to accept both cards during the transition period.

For additional information about this change, you may contact Sentara Family Care at 1-800-881-2166 or you may visit Optimahealth.com.

ELIGIBILITY AND CLAIMS STATUS INFORMATION

DMAS offers a web-based Internet option to access information regarding Medicaid eligibility, claims status, check status, service limits, prior authorization, and pharmacy prescriber identification information. The website address to use to enroll for access to this system is <http://virginia.fhsc.com>. The MediCall voice response system will provide the same information and can be accessed by calling 800-884-9730 or 800-772-9996. Both options are available at no cost to the provider.

COPIES OF MANUALS

DMAS publishes electronic and printable copies of its provider manuals and Medicaid Memoranda on the DMAS website at www.dmas.virginia.gov (*please note the new website address*). Refer to the Provider Column to find Medicaid and SLH provider manuals or click on “Medicaid Memos to Providers” to view Medicaid Memoranda. The Internet is the most efficient means to receive and review current provider information. If you do not have access to the Internet, or would like a paper copy of a manual, you can order these by contacting Commonwealth-Martin at 804-780-0076. A fee will be charged for the printing and mailing of the manuals and manual updates requested.

“HELPLINE”

The “HELPLINE” is available Monday through Friday from 8:30 a.m. to 4:30 p.m., except State holidays, to answer questions. The “HELPLINE” numbers are:

786-6273	Richmond area
1-800-552-8627	All other areas

Please remember that the “HELPLINE” is for provider use only.