

Optima Health is now Sentara Health Plans

New name.
Same trusted health plan.

Optima Health's new name is Sentara Health Plans, and better reflects our enhanced focus on promoting the overall health and well-being of our consumers. You already know Sentara as a trusted provider with more than 300 sites of care in neighborhoods across Virginia and North Carolina.¹ We are rooted together in the same mission—to improve health every day.

While Sentara has included health plans as part of its offerings for over 35 years, under the new name—Sentara Health Plans—we can further integrate them under a single, unified brand.² And, by providing healthcare that is simple, personal, and more affordable, we practice the future of healthcare today.

To learn more, visit [sentarahealthplans.com](https://www.sentarahealthplans.com).



¹Sentara Health. *About Us*. <https://www.sentaraproviderresources.com/about-us>
²Sentara Health Plans is a trade name of Sentara Health Plans, Sentara Health Insurance Company, Sentara Health Administration, Inc., and Sentara Behavioral Health Services, Inc. Sentara Health Plans, previously Optima Health Plan, has been issuing HMO plans under that license since 1984. Sentara Health Insurance Company, previously Optima Health Insurance Company, has issued PPO Accident and Sickness plans since 1991.