

Provider Updates



Dear Provider,

This week, we are sharing the following provider updates — see below to learn more.

- [Medicaid Claims Recovery Letter](#)
- [Medicaid Healthy Incentives New and Improved](#)
- [Sentara Health Plan Partners With Healthmap for Our Kidney Health Management Program](#)
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Medicaid Claims Recovery Letter

Effective July 1, 2026, Sentara Health Plans will send distinct recovery letters for Medicaid claims. As a result, you may receive separate recovery notifications for the same claim and recovery reason across Medicaid, commercial, or D-SNP lines of business. This change ensures compliance with a new Department of Medical Assistance Services (DMAS) requirement for additional claim review.

Medicaid Healthy Incentives – Effective July 24, 2026

Sentara Health Plans has introduced a new and improved Healthy Incentives program for Medicaid members. Effective July 24, 2026, members can earn gift cards for completing certain preventive screenings, exams, or vaccinations.

- Changes made to the Healthy Incentives program are designed to encourage members to take an active part in managing their health. Several improvements have been made to allow members to earn a higher amount of rewards.
- Supporting maternal health is a priority for Sentara Health Plans. Pregnant members can earn rewards for completing important care visits during pregnancy and after giving birth. Eligible members can earn \$150 for completing a prenatal visit within the first trimester and \$150 for completing a postpartum visit between 7-84 days after delivery.
- Welcoming BabySM is **free** for members and is an incentive-based program that provides guidance, support, and education to members who are pregnant and who have just given birth. Members will be connected to a certified community health worker and other healthcare professionals who are there to support the pregnancy. Members can earn up to \$50 in gift cards for participating in and completing the Welcoming Baby program.
- To improve health and close care gaps, we encourage you to print and use the new member benefit education aid entitled [Rewarding Better Health – Medicaid 2026](#) to ensure your Sentara Health Plans patients are aware of and benefit from these incentives.

Sentara Health Plans Partners With Healthmap for Our Kidney Health Management Program

Effective September 1, 2026, Sentara Health Plans will begin partnering with Healthmap Solutions, Inc. (Healthmap) to provide care coordination services for our Kidney Health Management (KHM) program. If you are caring for a Sentara Health Plans member with kidney disease or chronic conditions that may lead to kidney disease, Healthmap may contact you to facilitate care coordination services, address intervention opportunities and care gaps, and support members with overcoming barriers to care.

Healthmap provides collaborative recommendations through workflow-friendly clinical decision support. The KHM program integrates into your existing practice workflow to complement your patient's current plan of care. Healthmap's Care Navigation team communicates directly with patients and their providers, and a dedicated Healthmap team member will supply practices with actionable patient insights regarding medication and lab opportunities, referral opportunities, HCC insights, recent healthcare utilization, and more. Healthmap's recommendations are based on industry-proven best practices and are powered by data analytics to help providers more effectively anticipate and deliver the right clinical care for their patients.

We have arranged an opportunity for you to learn more during the [Provider Quality Learning Collaborative on September 2](#) from 12-1 p.m. A Healthmap representative will provide an overview of the program as well as answer questions.

Healthmap is a leading national kidney population health management company that bridges the gap to ensure comprehensive care delivery for Sentara Health Plans members with chronic kidney disease (CKD) stages 3, 4, and 5, unspecified, and end-stage renal disease (ESRD).

Tobacco Cessation Referrals

You can easily refer patients to the state tobacco quit line directly in Epic. Both Quit Now Virginia and Quitline NC provide free, 24/7 counseling for patients ages 13 and older who want to quit tobacco or nicotine, including vaping. Free nicotine replacement therapy is available based on patient assessment. Submit your referral in Epic. Sentara Health Plans will route it and document the outcome in the patient's chart. For instructions, see the Epic Tip Sheet under the How To section of the Provider Toolkit on our [website](#).

Payment Policy Updates

- **Medicaid Drug Testing Payment Policy — Retired (#4073)** — Effective date September 30, 2026.
- **Retirement of Select Medicare Payment Policies** — To align with the Centers for Medicare & Medicaid Services (CMS) standards and eliminate duplicative or potentially conflicting guidance, the following Medicare payment policies will be retired.

- **Three (3) Day Payment Window (#3934)** — Effective August 24, 2026
- **Appropriate Patient Discharge Status (#3942)** — Effective August 24, 2026
- **Injection and Infusion Payment Policy (#3996)** — Effective August 24, 2026
- **Injection of Medroxyprogesterone (#4423)** — Effective August 24, 2026
- **Modifier Usage Payment Policy (#3823)** — Effective August 24, 2026
- **Multiple Procedure Payment Reduction (MPPR) for Diagnostic Imaging (#4010)** — Effective August 24, 2026
- **Physical Medicine and Rehabilitation Multiple Therapy Procedure Reduction (#4045)** — Effective August 24, 2026

Authorization and Medical Policy Updates

[Visit our website](#) to view the most recent authorization and medical policy updates.

Upcoming Educational Opportunities

New Provider Orientation

This webinar introduces Sentara Health Plans to newly contracted providers as well as those seeking a refresher. This session delivers an in-depth overview of our key resources, self-service tools, and core operational processes to support an efficient and successful working relationship.

To register, please visit sentarahealthplans.com.

Lunch & Learn: Provider Website Tour – Provider Orientation Part 2

Take a break and join us for a 30-minute interactive session showcasing our newly designed provider website, built to make doing business with us easier, faster, and more efficient. You'll learn how to:

- Navigate the redesigned provider website with confidence
- Quickly locate the tools and guidance you need to conduct business smoothly
- Get answers quickly on your own without having to call for assistance

Bring your questions and curiosity. We're here to help you get the most out of the new online

experience and all the resources available to you.

To register, please visit sentarahealthplans.com.

Claims Brush-Up

Join us for a 30-minute interactive session designed to keep you informed on the latest claims trends, operational updates, and process changes. This is your opportunity to get quick, essential updates and ask questions directly to our experts.

To register, please visit sentarahealthplans.com.

Provider Quality Learning Collaborative

During this webinar, we will highlight key updates, review quality and value-based care measures, identify areas of opportunity that we are prioritizing, and walk through member support resources, programs, and initiatives. We will also share provider focused tools designed to support your care gap closure efforts.

August 5 Session: This session is designed for behavioral health and other providers and their staff interested in learning how a provider is achieving success in reducing avoidable emergency room (ER) admissions. You will hear how this fellow provider has relieved ER strain by providing quicker access to care with a crisis walk-in center.

September 2 Session: Learn how a fellow provider is partnering with the Sentara Health Plans outreach team to reduce "no shows" at their practice. You'll hear how the provider incorporated the process into their existing workflow, the immediate impact, as well as unexpected benefits received by their patients. Also, in September Sentara Health Plans begins its partnership with Healthmap to provide care coordination services for our KHM program. If you are caring for a Sentara Health Plans member with kidney disease or chronic conditions that may lead to kidney disease, you'll have an opportunity to receive an overview and have your questions answered by a Healthmap representative.

To register for either session, please visit sentarahealthplans.com.

Appeals, Reconsiderations, and Contestment Processes

This training session is designed to help you navigate submission of reconsiderations and appeals. We will review differences in appeals submission processes and requirements by plan type, as well as related self-service resources available on the provider website.

To register, please visit sentarahealthplans.com.

Let's Talk Behavioral Health

Stay ahead in the rapidly evolving behavioral health sector with this comprehensive session developed to keep professionals informed, prepared, and ready for what's next. Whether you're a provider, administrator, or stakeholder, this session will equip you with the knowledge and tools to make informed decisions and successfully partner with us.

To register, please visit sentarahealthplans.com.

Long-Term Services and Supports Provider Day — Register Today

In March, we announced that Sentara Health Plans will discontinue our partnership with our current vendor partner, HEOPS, for the administration of our Long-Term Services and Supports contract. We began accepting applications for direct contracts on April 1, 2026. Partnerships with Sentara Health Plans will become effective on October 1. During a morning or afternoon session we will discuss opportunities for partnership and review the process and expectations.

To register for the session closest to your location today, please visit sentarahealthplans.com.

Did You Know?

Sentara's story began in 1888, when the small facility would become Sentara Norfolk General Hospital opened. Now a top integrated healthcare network, Sentara has come a long way from its humble beginnings. Explore this evolution through the history timeline, at sentarahistory.com.

Sincerely,
Sentara Health Plans

[Register for upcoming provider webinars](#)

[View current policy and operations changes](#)