

SENTARA HEALTH PLANS FAQ



Q What is the timeline for the transition to Sentara Health Plans?

A By the end of this year, Optima Health lines of business will officially become Sentara Health Plans. We will begin introducing the brand to the market this August.

Q Is the network changing?

A The network will not change as a result of the brand change.

Q Is Sentara the only healthcare system included in the network?

A The brand change will not impact our existing network of available facilities and providers.

Q When are product and plan names changing?

A Effective January 1, 2024, "Sentara" will replace "Optima" in all product and plan names.

Q What is the timing for the various health plan rebranding?

A Effective July 1, 2023, our legal entity name will change to Sentara Health Plans. You may still see Optima Health on materials, ID cards, and in conversations until the end of 2023. Legal documents issued effective July 1, 2023 and after will include an amendment with the new company names. We will also send official notifications to members starting in July.

Optima Health will begin introducing the Sentara Health plans brand to the community this August.

Q We just went through a health plan change when my employer chose Optima Health. Does this mean we are changing health plans again?

A No, the name change from Optima Health to Sentara Health Plans will be seamless to our members. Members will automatically receive new ID cards in January. Network access and benefits will not change as a result of the brand change.

Q Will members receive new ID cards with the Sentara Health Plans branding?

A Yes, all health plan members will receive Sentara Health Plans ID cards around January 1, 2024.