

HEALTHY *futures*

WINTER 2006

Piedmont's Network Closes the Gap

Piedmont offers the most comprehensive network of physicians in Central Virginia, and that network has just gotten better. With the addition of Rheumatologist Dr. Eric Kenny, we offer the services of nearly 100% of doctors in the Lynchburg area.

"For years, Piedmont's members have received rheumatology treatment out of the area," says Piedmont's Medical Director, Dr. David Smith. "Now we can arrange for the care of Piedmont members right here at home in Lynchburg. The addition of Dr. Kenny fills the only hole in our network."

Dr. Kenny is joining The Orthopaedic Center of Central Virginia. The Orthopaedic Center of Central Virginia was formed in 2005 when Blue Ridge Orthopedics, Central Virginia Orthopaedics and Piedmont Orthopaedic Surgery merged. Orthopaedics is a medical specialty that focuses on the diagnosis, care and treatment of patients with disorders of the bones, joints, muscles, ligaments, tendons, and nerves. With the addition of Dr. Kenny, The Orthopaedic Center of Central Virginia offers patients a full scope of musculoskeletal system care, in arthroscopic surgery; rheumatology; electro-diagnostic testing; comprehensive bone density assessments; joint and cartilage replacement; sports medicine; and surgery of the ankle, elbow, foot, hand, shoulder, and spine.

"Our network is one of our best assets," says Alan Wood, Piedmont's president. "Now, we've added a Rheumatologist to our network, an area where we really wanted local coverage. With the addition of Dr. Kenny, we can offer our members what other plans don't – a network virtually free of gaps in the types of services that are covered."

For more information about The Orthopaedic Center of Central Virginia, phone 434-845-1228.



Eric Richard Kenny, M.D.
*Rheumatology &
Internal Medicine*

Dr. Kenny received his degrees from the University of North Carolina. He has been in private practice in Lynchburg since 1991. He is a member of the Lynchburg Academy of Medicine, the American College of Rheumatology, and the Virginia Society of Rheumatology. He resides in Lynchburg with his wife Karen Fischer Kenny, DDS and their three children.



A New Year, a New You

We've all made New Year's resolutions to get into shape this time of year, but why not really make a healthier lifestyle a goal this year? It is a resolution that if kept, will lead to better overall health and a better quality of living. It's probably easier than you think and with a few simple lifestyle modifications, you'll be on your way to a healthier new you!

MOVE MORE

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The most basic thing you can do to improve your health is to literally move more. Do simple things like park your car further away from the store, even if there is a spot up front. Are any of the stores you frequent within a reasonable walking distance? If the weather is bad, consider doing laps around the mall. The controlled climate will keep you moving through the unpredictable winter and spring months. When is the last time you walked through the neighborhood? This is a great opportunity to increase your fitness level by gradually building up to longer and more challenging walks. Before too long, you'll be walking faster and longer, maybe even challenging yourself with a few hills here and there. See if you can find a friend or family member to join you. Most people find they can stay motivated if they have a fitness "buddy" to help keep them accountable. The first thing you need to do, as a fitness beginner, is to start moving. These walks will get you to start burning calories each day, and will also begin to build your cardiovascular endurance.

STRETCH

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The more you start moving, the more you will need to prepare your body by adding stretching exercises to your daily routine. Stretch before and after your walks. Start by reaching down to touch your toes and holding it for 30 seconds. You will feel tightness on the backs of your legs, in your hamstrings. Now place your palm against a wall at chest level and turn your body away from it. As you hold this for 30 seconds you will feel a stretch in your chest. Most inactive people have tight hamstring and chest muscles due to prolonged sitting, so it should be your priority to stretch these muscles out.

YOU ARE WHAT YOU EAT

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No matter how much you exercise, if you practice poor eating habits in the form of high calorie, high fat foods, you are doing yourself a disservice. Try to incorporate more fruits and vegetables into your diet and less fried and fast foods. Your goal should be 5 servings of fresh fruits and vegetables every day. Consider eating 4-5 small meals a day, rather than 2 large ones. This will keep your metabolism high all day, and turn you into a calorie-burning machine.

CONGRATULATIONS

CONGRATULATIONS!

If you're able to incorporate some of the easy fitness tips above you will be on your way to a healthy lifestyle before you know it. Hopefully you will find the benefits so rewarding that living healthier becomes second nature.

System Change To Serve You Better

In spring 2006, we will be upgrading to a new computer software system. Our new system will enable us to handle claims and inquiries more efficiently, while continuing to provide our members with the best service possible.

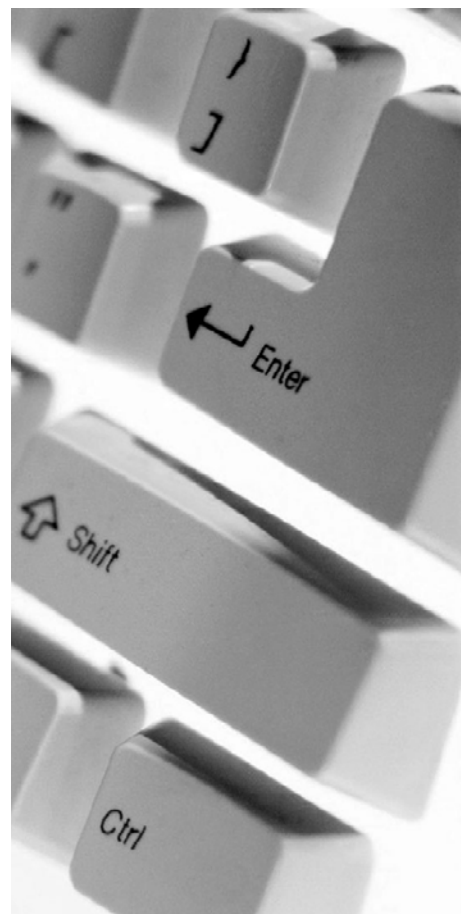
"We've spent a lot of time planning and testing our new system to make sure that the transition from old to new is as seamless as possible for members," says Brenda Grant, Piedmont's Operations Manager. "In addition to providing our members with the best service possible, the new system will improve our ability to process claims quickly and accurately, and that's something I look forward to sharing with each and every Piedmont member."

The new system will improve our ability to process requests for

things like issuing new ID cards, claims, payment status, benefit status, and much more.

Our staff is in the process of training to prepare for the computer system upgrade. We anticipate few problems, and we will work hard to minimize any impact on our members. Due to the unpredictable nature of technology, there could be unexpected glitches along the way. If you experience any problems, please do not hesitate to contact our customer service department at 434-947-4463 or 800-400-PCHP. They are ready to help solve any issues you may experience related to this upgrade.

Thanks for your patience and support while we undergo this necessary technological improvement as we continue to strive to be the best insurance carrier in Central Virginia.



New Associate Medical Director



Dr. Mott Robertson

Please join us in welcoming John Mott Robertson, Jr. M.D., to the Piedmont staff. Dr. Robertson has been named our new Associate Medical Director. He will work closely with Medical Director, Dr. David Smith, to ensure our members get the finest care possible.

Dr. Robertson is a Lynchburg native with more than 35 years of experience in the medical field. In June 2005, he retired from Internal Medicine and Endocrinology of Central Virginia, Inc. where he was in private practice.

"Educating our members about ways they can stay healthy will be one of my objectives as Associate Medical Director," says Dr. Robertson. "I will be assisting with the development of new and existing wellness programs dealing with important issues like smoking cessation, diabetes management, asthma, and chronic lung disease. I consider myself a patient friendly physician, and it is extremely important to me to help our members lead healthier lives."

Dr. Robertson is a graduate of the Virginia Military Institute, and received his medical degree from the University of Virginia. In addition, he served in the U.S. Army Medical Corps. He currently resides in Lynchburg with his wife Diane.

Women's Health & Cancer Rights Act

In 1999, a federal law, the Women's Health and Cancer Rights Act of 1998, became effective for group health plan. This law requires group health plans that provide coverage for mastectomies and for reconstructive surgery and prosthesis following mastectomies. As required under the law, we are sending this notice to inform you about it.

The law mandates that participants who receive benefits for a covered mastectomy, on or after the law's effective date for the Plan, and who elect breast reconstruction in connection with the mastectomy, will also be covered for the following treatment:

- Reconstruction of the breast on which the mastectomy was performed
- Surgery and reconstruction of the other breast to produce a symmetrical appearance; and
- Prosthesis and treatment of physical complications at all stages of the mastectomy, including lymphedemas.

This coverage will be provided in consultation with the patient and the patient's attending physician and will be subject to the same annual deductible, coinsurance, and/or copayment provisions otherwise applicable under the Plan.

Know Your Rights

When a claim is reviewed for payment, personal information about the services or supplies you received is often furnished to Piedmont by health care professionals or institutions such as physicians or hospitals. This information is necessary so that we can administer your Piedmont benefits.

As stated in the Virginia Insurance Information and Privacy Protection Act, in certain situations this personal information may be disclosed without your authorization to third parties as part of our normal business activities. However, you do have the right to review and correct any such information.

If you would like a more detailed description of your rights, please telephone your Piedmont customer service representative at 800-400-PCHP or 434-947-4463, 2512 Langhorne Rd, Lynchburg VA 24501.

Network adds Centertown Pharmacy

Centertown Pharmacy in Bedford is the newest addition to our growing network of participating mail order providers. Others include:

Centertown Pharmacy

210 N. Bridge Street, Bedford, VA
(540) 587-0555

Hometown Pharmacy

102 L Old Courthouse Rd., Appomattox, VA
(434) 352-DRUG (3784)

Ambriar Pharmacy

198 Ambriar Plaza, Amherst
(434) 946-7088

K-Mart Pharmacy

(All K-Mart Pharmacies are participating)
2312 Wards Road, Lynchburg
(434) 239-0387

Appomattox Drug Store

8 Confederate Blvd, Appomattox
(434) 352-7161

Tom Jones Pharmacy

4925 Boonsboro Road, Lynchburg
(434) 384-1922

**These pharmacy benefits do not apply to members of the City of Lynchburg, Lynchburg City Schools and Abbott Laboratories who have separate arrangements for pharmacy benefits.*

Surgery Center Brings NovaSure to Lynchburg

The Surgery Center of Lynchburg now offers an improved gynecologic procedure: Endometrial Ablation with the NovaSure system. The doctors of Women's Health Services of Central VA and Forest Women's Center perform the NovaSure procedure at the surgery center of Lynchburg.

"The NovaSure system is quick, simple, safe, and successful."

For women who are plagued with excessive and/or irregular menstrual bleeding, the NovaSure procedure offers a new alternative. In cases where traditional treatments like hormonal therapy, have proven ineffective, NovaSure offers women an alternative to extreme procedures such as hysterectomy.



The Surgery Center of Lynchburg

Endometrial Ablation with the NovaSure system is a minimally invasive procedure that treats excessive menstrual bleeding due to benign causes in pre-menopausal women who have completed their child bearing years. The Surgery Center of Lynchburg is located at 2401 Atherholt Road, Lynchburg, VA.

Blue Ridge Primary Care

In our last issue, we listed the wrong hours for Blue Ridge Primary Care. Please take a moment to make a note of the correct hours listed below:

Blue Ridge Primary Care
2137 Lakeside Drive, Lynchburg, VA
(434) 385-4184
Hours of Operation:
8 AM – 9 PM, Monday-Saturday
10 PM - 6 PM Sunday

www.cvfpmmd.com

Need the Status of Your Claim?

Soon, we will be making enhancements to our online claims and eligibility system. You may need to setup a new account and password to access you information online. Remember that on our website you can check the status of your claim or eligibility at any time. Simply logon to www.pchp.net, and click on the link titled "Claims and Eligibility Information." Choose "member" from the menu bar. If you run into any problems, please contact our Customer Service department at: 434-947-4463 or 800-400-PCHP.

www.pchp.net

Answers 24 Hours a Day

Need information about Piedmont Community Health Plan after hours? You can get everything from general information to specific formularies for your prescription drug needs. Simply logon to www.pchp.net and you'll find out things like:

www.pchp.net

- ◆ Info on Plan Designs
- ◆ Frequently Asked Questions
- ◆ A searchable list of participating providers
- ◆ A directory of helpful phone numbers
- ◆ A variety of downloadable and printable forms
- ◆ Prescription drug information
- ◆ Information on how we're working toward serving you better
- ◆ More about our company
- ◆ Claim and eligibility information

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Piedmont Community Health Plan

2512 Langhorne Road
Lynchburg, VA 24501

Phone: 434-947-4463

Fax: 434-947-4465

Website: www.pchp.net