

HEALTHY *futures*

WINTER 2007

System Upgrade with Enhanced Online Services

Piedmont began converting its customers to a new upgraded claims system in the second half of 2006. As of February 1, 2007, the conversion of all members to the new system was completed. To date, this conversion has resulted in few issues due to the efforts of PCHP staff to make it a seamless transition. However, please do not hesitate to call our customer service representatives at 434-947-4463 or 1-800-400-PCHP with any questions.

"In addition to providing our members with the best customer service, the upgraded system will improve our ability to process claims more quickly and accurately, while furnishing our members access to enhanced online services," states Brenda Grant, Director of Operations at Piedmont. These online features allow you to review your personal Piedmont information with the click of a mouse at a time that is convenient

for you from any Internet enabled computer 24/7.

To get started the first stop is the Piedmont homepage at www.pchp.net. Next, click on the Claims and Eligibility link and after a quick and easy registration process (you'll need your social security or member identification number) you can click on the member portal link and start viewing your information. At your "My Menu" Benefits Center you can:

- ***Examine your employee benefit plan including deductibles and co-pays.***
- ***Check your medical claims history with specialized searches.***
- ***Track accumulators for deductibles and out-of-pocket maximums.***
- ***Make eligibility inquiries.***
- ***View and print-out forms and documents.***
- ***Access online customer service.***

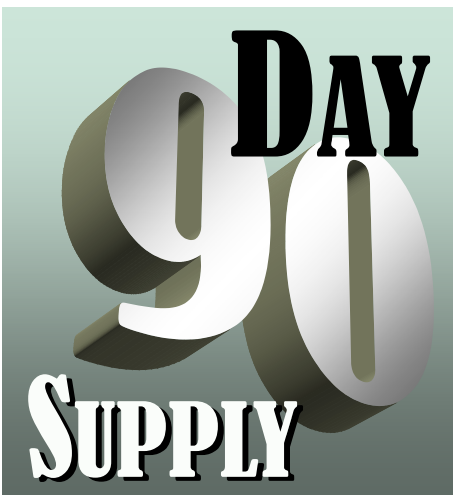
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The upgraded system also improves Piedmont's ability to process customer requests for things such as issuing and printing out new ID cards, individual claim searches, real-time payment and benefit status, plus much more. All of these time saving features are yours free and are totally confidential.

Piedmont's Web site, pchp.net, also allows you to look up participating physicians, facilities, pharmacies, and other medical professionals, check prescription drug information, place a mail order prescription, and access

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Piedmont continues to add convenient mail order pharmacy locations to its network. This allows you to take advantage of your mail order prescription benefit with the convenience of walking into one of our participating mail order pharmacies. With this service there is no postage and no waiting to get your prescriptions for maintenance medications.

Maintenance medications are those that are used over a long

period of time, like cholesterol, high blood pressure, and thyroid medications. Antibiotics or other medicines prescribed for acute illnesses are not maintenance medications since they are usually prescribed for shorter periods of time.

To take advantage of this benefit, let your physician know you would like to order your medications through the mail order

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Piedmont Offers More Additional Services

You and your covered family members are now eligible to receive a wider variety of vision and wellness discounts! Simply present your Piedmont Community Health Plan or Piedmont Community HealthCare ID card and receive your discount from any of the participants listed below.

In addition, Piedmont members are eligible to receive 15% off the cost of a routine eye exam with any of Piedmont's participating optometrists. Check your network directory or the online directory for a list of participating optometrists*.

Acupuncture

Liberty Chiropractic

Dr. Susan Earsing
15% discount per session
667 Babcock Road
Rustburg 434-332-3103

Lynchburg Chiropractic

40% discount per session
Dr. Larry McGlothlin
3012 Forest Hills Court
Lynchburg 434-384-1631

Fitness

PCHP is pleased to provide discounts at the area fitness centers listed below:

Bedford YMCA

No joining fee
10% off monthly dues
540-586-3483

Gold's Gym

Lynchburg Location
\$0 down
\$35 monthly dues
434-237-4157

Ladyfit

No joining fee
20% off monthly fee
One week free trial
One year contract requirement
1148 Ivy Hill Drive
Forest 434-525-5007

Curves for Women

No joining fee
Monthly fee \$29.00
Three free visits with trainer
One year contract required

2842 Linkhorne Drive
Lynchburg 434-384-7755

4543 South Amherst Hwy.
Madison Heights 434-845-7105

20722 Timberlake Road
Lynchburg 434-237-7907

— Curves for Women cont. —

458 Old Courthouse Road
Appomattox 434-352-3200
(Payment by automatic draft only)

Route 15
Dillwyn 434-983-8552
(Payment by automatic draft only)

509 Main Street
Altavista 434-369-6400

6 C Shopping Center
Bedford 540-587-7540

1316 Washington Avenue
Vinton 540-345-3776

Hearing Services

PCHP is pleased to provide discounts on Miracle Ear hearing aids and selective services from the locations listed below.

- 25% discount off list price
- 1 to 3 year warranty (depending on the model type)
- Free comprehensive audiometric hearing evaluation
- In-depth lifestyle evaluation
- Lifetime free in-office maintenance of the hearing instrument
- Hearing instrument checkups every four months
- Access to nationwide network of Miracle Ear centers

Miracle-Ear Center at Sears

River Ridge Mall
3405 Candler's Mt. Road
Lynchburg 434-237-2600

Miracle-Ear Roanoke

1337 Towne Square Blvd.
Roanoke 540-362-2770

Miracle-Ear Christiansburg

110 Arbor Drive
Christiansburg 540-381-4327

— Hearing Services cont. —

Miracle-Ear Martinsville

701 Starling Ave., Suite 102
Martinsville 276-632-1806

Miracle-Ear Center at Sears

Bristol Mall
500 Gate City Highway
Bristol 276-645-0823

Miracle-Ear

109 McTanley Place
Staunton 540-886-4490

Miracle-Ear Service Center

420 East Third Street
Farmville 866-378-9957

Miracle-Ear Service Center

2760 South Main Street
Harrisonburg 877-866-4490

Miracle-Ear Service Center

763 Madison Road, Suite 202
Culpeper 800-230-2388

Miracle-Ear Service Center

C/O Task Force, 203 Water Street
Tappahannock 866-592-0900

Miracle-Ear Center

Green Valley Plaza
Bluefield WV 304-324-8358

Sear's Hearing Aid Center

325 Piedmont Drive
Danville 434-791-3351

Sear's Hearing Aid Center

11504 Midlothian Turnpike
Chesterfield 804-378-9957

Sear's Hearing Aid Center

1400 Parham Road
Richmond 804-740-0859

Sear's Hearing Aid Center

114 South Park Blvd.
Colonial Heights 804-526-2364

Sears Hearing Aid Center

1531 Rio Road
Charlottesville 434-973-2388

*15% discount applies only to a routine annual eye exam with a Piedmont participating optometrist. If your group coverage includes the vision benefit you may receive a routine eye examination at a Piedmont participating provider for the office visit co-payment.

— **Hearing Services cont.** —**Sears Hearing Aid Center**

3102 Plank Road
Fredericksburg 540-786-1102

Sears Hearing Aid Center

1010 Brook Road
Glen Allen 804-515-0900

Lasik Procedure**Harman Eye Center**

10% off Lasik procedure
434-385-5600

Piedmont Eye Center

15% off Lasik procedure
434-947-3984

Massage Services**Central VA Chiropractic, Inc.**

Dr. Michael Hess
25% discount on massage services
7327 Timberlake Road
Lynchburg 434-237-0413

Studio Style & Spa, Inc.

10% discount on massage services
20% discount on any 6 mo. package
1076 Thomas Jefferson Road, Suite E-F
Forest 434-525-4806

Orthotics**Central VA Chiropractic Center, Inc.**

Dr. Michael Hess, DC
25% discount on all orthotics
7327 Timberlake Road
Lynchburg 434-237-0413

Liberty Chiropractic

Dr. John Earsing
10% discount on all orthotics
804 E. Main Street, Suite A2
Bedford 540-587-0200 **and**
667 Babcock Road
Rustburg 434-332-3103

Skin Care**Center for Healthy Skin**

Plastic Surgery Associates
10% discount on all skin care products
and services
1330 Oak Lane, Suite 100
Lynchburg 434-384-0610

Studio Style & Spa, Inc.

10% discount on facials and body wraps
1076 Thomas Jefferson Road, Suite E-F
Forest 434-525-4806

Vision**AG Jefferson, Inc.**

25% off eyewear
434-846-3937 or 434-845-1991

Cooper & Elder Optical

25% off eyewear & contacts
434-845-6120

Dr. Elizabeth Darby

25% off eyewear
434-385-0213

Drs. Newman, Blackstock, & Assoc.

25% off eyewear & contacts
434-237-2100

Dr. Victor Weatherholt

25% off eyewear
434-385-7898

Dr. David A. West, OD

25% off eyewear
434-369-5092

Key Healthcare Optical Center

25% off eyewear & contact lenses
540-587-4095

Lynchburg Sears Optical

Call for specific discount details
434-582-5268

McBride & Blackburn Opticians

25% off eyewear
434-239-3673

Pearle Vision

25% off eyewear & 10% off contacts
434-845-0828

Virginia Eye Clinic

25% off eyewear
434-239-5323 or 434-385-5870

Visionary Opticians

25% off eyewear & contacts
540-587-5555

Vitamins & Supplements**Central VA Chiropractic, Inc.**

Dr. Michael Hess
25% discount on vitamins/supplements
7327 Timberlake Road
Lynchburg 434-237-0413

Fresh Air Natural Foods

10% discount on vitamins/supplements
3225 Old Forest Road
Lynchburg 434-385-9252

Health Nut Nutrition

10% discount on vitamins/supplements
113 Tradewynd Drive
Lynchburg 434-239-5170

Lifeline Vitamin Outlet

10% discount on vitamins/supplements
2300 Wards Road, Suite F
Lynchburg 434-237-0298

— **90-Days, cont. from page 1** —

pharmacy to get a 90 day supply. You can still fill the prescription by mail if you like by completing a mail order form and sending it in, or simply walk into one of the pharmacies listed below.

- **Ambriar Pharmacy**
198 Ambriar Plaza
Amherst 434-946-7088
M-F 9am-6pm, Sat. 9am-1pm
- **Appomattox Drug Store**
8 Confederate Blvd
Appomattox 434-352-7161
M-F 8:30am-6:30pm
Sat. 8:30am-4pm
- **Bedford Drug**
301 West Main Street
Bedford 540-587-8733
M-F 9am-7pm, Sat. 9am-2pm
- **East Lake Pharmacy**
10102 Leesville Road, Ste. 2
Lynch Station 540-297-2100
M, T, W, F 8:30am-5:30pm
Sat. 9am-1pm
- **Hometown Pharmacy**
102-L Old Courthouse Rd.
Appomattox 434-352-DRUG (3784)
M-F 8am-6pm, Sat. 8am-1pm
- **K-Mart Pharmacies (all locations)**
- **Tom Jones Pharmacy**
4925 Boonsboro Road
Lynchburg 434-384-1922
Open 7 days a week, 9am-9pm

NOTE: 90-Day "walk-in" mail order benefit does not apply to City of Lynchburg, Lynchburg City School, or Abbott Laboratories employees.

Be Smoke Free in 2007

You may know all the reasons to quit smoking or to stop using smokeless tobacco, but sometimes quitting is easier said than done.

DID YOU KNOW?

- ***Smoking causes 438,000 deaths annually***
- ***Smoking kills 1200 people a day***
- ***Secondhand smoke is responsible for 3,000 lung cancer deaths among U.S. nonsmokers every year***
- ***In the year following the day you quit smoking, your risk of heart disease is cut almost in half***
- ***21% of Americans still smoke***

By using tobacco, you're also increasing your chance of developing heart disease, stroke, and lung cancer. The good news is that smoking and smokeless tobacco use are the single most preventable causes of death in our society. No matter how long you've been using or how old you are, quitting will improve your health.

NEED ADDITIONAL HELP?

- **www.quitnet.com**
- **800-QUIT-NOW**
- **877-44U-QUIT**



In addition to the hotlines and Web sites, Centra Health offers several smoking cessation classroom sessions. Classes require pre-registration and charge a fee. Call **434-239-WELL** for more information about this helpful six-week class. Tobacco cessation is a key step to improving your overall health. As your community partner, Piedmont Community Health Plan wants to help you reach that goal. Look for more information coming soon in 2007 about a "Tobacco Cessation Program" Piedmont is developing especially designed to improve the health of tobacco users.

PCHP Network Changes

In our effort to keep you as up-to-date as possible, please see the following list of providers that have been added to and withdrawn from the PCHP Network as of Dec. '06. You can also check the latest information on our Web site at www.pchp.net.

At Piedmont Community Health Plan we're always working to improve our comprehensive network of healthcare providers to give you the best possible choices.

Additions to PCHP Network:

- **Altavista Medical Center**
Nicole Scanlon, MD
- **Anesthesia Services of Lynchburg**
Daniel Elwell, MD
- **Back to Life Rehab**
- **Carilion Physician Assoc. of Bedford**
Kurt Hubach, MD
- **Central VA Community Services**
Esther Winters, PhD
- **Comprehensive Breast Imaging**
James Lynde, MD
- **CVFP Immediate Care-Blue Ridge**
John-Paul Jones, MD
- **East Lake Pharmacy, Mail Order**
- **Excel Therapy Associates, PLC**

- **Fuller-Roberts Clinic, Inc.**
Duc Trieu, MD
- **Halifax Medical PLC**
Robert Goodnight, MD
- **Halifax Eye Care Center**
Clyde Peer, OD
- **Halifax Heart Center, Halifax Regional Hospital**
Getu Assefa, MD
Jamal Hussain, MD
Michelle Webb, MD
- **Hematology/Oncology of Practice of Southside Virginia, PC**
Devinderpal Randhawa, MD
- **Johnson Health Center**
Rosemary Harwood, MD

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A New You for the New Year

We all make New Year's resolutions to get into shape this time of year, but why not make a healthier lifestyle your goal for the whole year? If kept, it's a resolution that will lead to better overall health and an improved quality of life. It's not as hard as you may think and with a few simple lifestyle modifications, you'll soon be on your way to a healthier and happier new you. **Here are some easy ways to do it!**

◆ STAY ACTIVE

MOVE MORE

Exercise is a great way to cut down on stress but it's also very handy this time of year as a way of cutting down on those winter hunger cravings. When you exercise, endorphins are released in your brain which make you feel better and also reduce the pangs for food. A brisk walk for 30 minutes a day will help you burn off those calories.

◆ GET ENOUGH SLEEP

REST

It's easy to stay up late watching TV, but long hours and less shut-eye can play havoc with your health, causing everything from irritability to illness as our immune system struggles to cope with the overload. Do your body a favor and get plenty of sleep.

◆ EAT WELL

EAT RIGHT

Chocolates, cakes, late-night snacks...our calorie intake goes through the roof in the winter months if we graze our way from meal to meal. Instead, make a smart change now by going for healthy snacks instead of fatty high calorie ones.

◆ REHYDRATE

LOTS OF H2O

Dehydration can cause all manner of ailments from lack of concentration to increased appetite and exhaustion. So try to make sure you're taking in enough fluids. Eight glasses of water per day is a good rule of thumb.

◆ WATCH PORTION SIZE

NO 2 2NDS

Overeating helps pile on the pounds but it also comes with other health warnings. A huge meal can create indigestion as well as leave us feeling exhausted and tempted to crash out on the couch rather than go for a gentle walk. So ask yourself whether you really want that second helping.

◆ KEEP WARM

BODY TEMP

Staying warm is particularly important for older people for whom lowered body temperature is more likely to lead to illness. So wrap up well, have plenty of hot drinks and try to stay active this winter.

◆ KEEP AN ACTIVE MIND

Get bored, eat more...it's a well known fact that when boredom strikes, we often reach for more snacks. Fight a rearguard action against empty hours by finding new things to do, books to read or games to play and you'll forget all about food (at least for a little while).



THINK FIT

System Upgrade

— cont. from page 1 —

other helpful information, all at the click of a button.

While we are pleased to offer these technological advances, remember, if you have any questions that can't be answered online with the new online features, our friendly customer service department is still open Monday through Friday from 8:00 a.m. to 5:00 p.m. at **434-947-4463** and **800-400-PCHP**.

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 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 Changes,**
cont. from page 4 —

- **Lynchburg Emergency Physicians**
Maciej Kedzierski, MD
Laura Bauer, MD
Angelo Guanzon, MD
Edward Fenton, MD
- **Lynchburg Hematology & Oncology Clinic**
Cecilia MacCallum, MD
Kathleen Paul, MD
- **Lynchburg Pulmonary Associates**
Jeremy Hardison, MD
Sarah Hellewell, MD
- **Medical Associates of Central VA**
Johanna Brown, MD
Walter Beverly, MD
- **Ollis Chiropractic Inc.**
Philip Ollis, DC
- **Physicians Treatment Center**
Glenn Meadows, MD
- **Piedmont Psychiatric Center**
Robert Smith, LPC

- **Pulmonary Associates of Southside VA**
Robert Durr, MD
- **Radiology Consultants**
Daniel Schepens, MD
- **Richeson Drive Pediatrics**
Michael Padilla, MD
- **South Boston Urology & Nephrology**
Tamer Ahmed, MD
Michael Andrews, MD
Joseph Carbone, MD
Florencio Garcia, MD
David Lefler, MD
Dugan Maddux, MD
Franklin Maddux, MD
Renato Roman, MD
Yao-Foli Sekyema, MD
James Starling, MD
- **Southside Surgical Associates**
Anjanette Tan, MD
Evgeniy Shchelchkov, MD
Timothy Shaver, MD
Kirsten Huber, MD, Specialist

No Longer With PCHP Network:

- **Allergy Associates of Lynchburg**
Arvind Madaan
- **Appomattox Family Practice**
Kenneth Powell
- **Augustus A. Petticolis, Jr., DDS**
- **Cosmetic Plastic Surgery of Forest**
Eric Van Buskirk
- **Light Counseling Associates**
Patricia Sova
- **Radiology Consultants**
Kiah Ford
- **Southside Surgical Associates**
Alain Desy

WINTER 2007

Piedmont Community Health Plan

2512 Langhorne Road
Lynchburg, VA 24501

Phone: **434-947-4463**

800-400-7247

Fax: **434-947-4465**

Website: **www.pchp.net**