



**PIEDMONT COMMUNITY HEALTH PLAN**  
*Community Partners for Quality Healthcare*

**FOR IMMEDIATE RELEASE:**

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**Piedmont Community Health Launches New Insurance Plan**

Lynchburg, VA - Piedmont Community Health Plan has launched a new insurance product line called LocalSelect™, a suite of plans that offers employers more flexibility in managing employee healthcare coverage costs.

The LocalSelect plans are a result of Piedmont's recent conversion of its Virginia HMO license to an accident and sickness insurance license.

According to Cheryl Midkiff, director of marketing at Piedmont, the change will provide Piedmont customers with more flexibility in their healthcare plan choices by eliminating the HMO benefit mandates. This will allow for changes in coverage that can offer significant savings to employers and their employees.

Beginning March 2008, all current Piedmont Community HealthCare point-of-service (POS) and open access (commonly referred to as a preferred provider organization or PPO) plans will be transitioned to the new LocalSelect plan products on their group's renewal date. All subsequent new healthcare benefit plan issuances will also receive LocalSelect plan products.

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Employer groups contracted with Piedmont under a self-insured arrangement will not be affected by the change.

“We took this extraordinary step to better serve our customers and our members,” explained Midkiff. “By being able to respond to market changes we can offer our customers more ways to control healthcare costs and take advantage of new medical treatments and drug formularies as they become available.”

Members covered by LocalSelect will continue to have access to Piedmont’s comprehensive network of physicians and hospitals, plus the ability to get locally based customer service with one-on-one medical and case management attention.

Since its inception in 1999, Piedmont’s wholly owned subsidiary, Piedmont Community HealthCare, Inc. has been operating as a health maintenance organization (HMO), a more restricted form of managed care that generally provides comprehensive healthcare coverage through hospitals, doctors, and other providers with which the HMO has a contract.

Midkiff said that some existing options and services may be affected depending on plan choices made by the employer. Piedmont Community HealthCare will continue to operate as a wholly owned subsidiary of Piedmont Community Health Plan and continue to be headquartered in Lynchburg, VA.

Piedmont Community Health Plan has been in operation since 1995 as a regional healthcare plan currently covering over 30,000 members.

For more information contact Cheryl Midkiff at 434-947-4463, ext. 216.

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