



Code of Conduct

Our Mission

To inspire healthy living within the communities we serve with a focus on those in need.



Table of Contents

Virginia Premier Code of Conduct.....	4
Program Integrity and Compliance Plan	4
Compliance and Ethics Training	6
Code of Ethics.....	6
Standards of Professional Conduct.....	7
Violations of the Code of Conduct/Company Policies	8
Reporting Violations.....	9
Non-Retaliation Policy.....	9
State and Federal Laws and Regulations	9
DMAS Medallion 3.0 Managed Care Contract.....	11
Commonwealth Coordinated Care	11
HIPAA/HITECH Acts	11
Conflicts of Interest.....	12

Virginia Premier Code of Conduct

Our Code of Conduct is the embodiment of our values as stewards of state and federal funds charged with administering health care services to those most in need. It serves as the cornerstone for *doing the right thing* in everything we do. The Code is the culmination of our core beliefs that what we do is important and necessary in maintaining the health and well-being of some of the most vulnerable citizens in the Commonwealth. The principles manifested in the Code set forth the guidelines needed to establish necessary policies to ensure compliance with state and federal laws and regulations. And, most importantly, our Code of Conduct empowers each one of us to abide by the policies in all that we do.

The Code applies to all employees, including full and part time and student interns, as well as contractors and vendors doing business for or on behalf of Virginia Premier. The Code is administered by the Program Integrity Officer who reports directly to the Chief Executive Officer. Each of us has the responsibility to read the Code of Conduct, understand its importance in the culture of Virginia Premier, and question anything that may be unclear. We believe the Code provides the framework for you to do your job professionally while maintaining the highest ethical standards.

Program Integrity and Compliance Plan

Virginia Premier's Program Integrity & Compliance Plan (the Plan) administered by the Program Integrity Department under the direction of the Program Integrity Officer represents a company-wide effort to prevent fraud, waste and abuse. The elements of the Plan follow the guidelines set forth by the U.S. Department of Health and Human Services, Office of Inspector General and the Virginia Department of Medical Assistance Services (DMAS) Managed Care contract.

The Plan focuses on the detection and prevention of actual or potential fraud, waste, and abuse, and of violations of state and federal laws. The Plan fosters an environment in which officers, directors, employees and affiliated professionals comply with all relevant laws and regulations, and report any concerns about business practices that are contrary to such laws and regulations or DMAS contract requirements.

Written Policies and Procedures

Virginia Premier has developed and distributed written standards of conduct, as well as policies and procedures which promote our commitment to compliance and the prevention, detection and elimination of fraud, waste and abuse.

Program Integrity Officer and Committee

The Program Integrity Officer (PIO) and Compliance Committee are charged with the responsibility of operating and monitoring the compliance program. The PIO reports directly to the Chief Executive Officer.

Training and Education

We provide compliance, HIPAA and ethics training for all new hires, as well as annual training for all staff. Additional training throughout the year includes ethics awareness and HIPAA reminders.

Effective Screening of Employees

Each Virginia Premier employee is screened against the OIG List of Excluded Individuals and Entities (LEIE) and the Government Services Administration System (GSA) for Award Management (SAM) prior to being offered employment and monthly thereafter.

Disciplinary Enforcement

We have developed policies and procedures to respond to improper/illegal activities and the enforcement of appropriate disciplinary action against employees who have violated internal compliance policies or state and federal laws and regulations.

Internal Monitoring and Auditing

Internal monitoring and auditing is performed on a continuing basis at Virginia Premier. The Program Integrity and Compliance Plan and associated policies and procedures provide a framework for performing compliance, operational, and internal control audits.

Responding to Detected Wrongdoing

Processes are in place to investigate and remediate suspected wrongdoing, and policies and procedures have been developed to address the non-employment or non-retention of sanctioned individuals.

Compliance and Ethics Training

Effective training is the cornerstone of the compliance program at Virginia Premier. All employees are required to participate in the training which is conducted either online, classroom or face to face. Passing an assessment is required for the online Compliance/HIPAA/Ethics training.

- New Employee Orientation – online
- Annual staff training – online
- Ethics Awareness – new employees and departmental management
- HIPAA Reminders
- DMAS Contract – department specific

Code of Ethics

Virginia Premier is committed to an environment of uncompromising integrity and ethical conduct. Our ethical standards are the foundation for our decisions and actions.

As employees of Virginia Premier our actions will be guided by these principles and values:

RESPECT: Respect individuals, diversity and rights of others.

HONESTY: Act and communicate honestly and candidly.

EXCELLENCE: Strive for excellence in all that we do.

RESPONSIBILITY and ACCOUNTABILITY: Be responsible and accountable for our decisions and actions.

STEWARDSHIP: Be good stewards of the resources entrusted to Virginia Premier.

COMPLIANCE: Understand and comply with the codes, laws, regulations, policies and procedures that govern our activities.

Standards of Professional Conduct

- Treat members, with respect and dignity.
- Deal openly and honestly with fellow employees, members, providers, representatives, agents, government entities, and others.
- Adhere to federal and state laws and regulations, and Virginia Premier policies and procedures in all business and personal dealings whether at work or outside work.
- Exercise discretion in the processing of claims regardless of provider practitioner, and vendor source.
- Use supplies and services in an efficient manner to reduce cost to the health plan.
- Misuse of Virginia Premier resources or influence in such a way as to discredit the reputation of Virginia Premier is prohibited.
- Maintain high standards of business and ethical conduct in accordance with regulatory and accredited agencies to include standards of business to address fraud, waste and abuse.

- Adhere to both the spirit and letter of applicable federal, state and local laws and regulations.
- Practice good faith in transactions occurring during the course of business.
- Conduct business dealings in a manner that the organization shall be the beneficiary of such dealings.
- Preserve patient confidentiality unless there is written permission to divulge information, except as required by law.
- Refuse and report any illegal offers, solicitations, payment or other remuneration to induce referrals of the members we serve for an item of service reimbursable by a third party.
- Disclose financial interests/affiliations with outside entities to Virginia Premier as required by the Conflict of Interest Policy.
- Hold all contracted parties to the same Standards of Professional Conduct as part of their dealings with Virginia Premier.
- Notify the Program Integrity Officer of any instances of non-compliance and cooperate with all investigation efforts by Virginia Premier and state and federal agencies.

Violations of the Code of Conduct or Company Policies

Our code represents our commitment to *doing the right thing*. Each employee is expected to know and abide by the Code of Conduct and the associated policies and procedures, including the Standards of Professional Conduct in all their dealings with members, providers and fellow employees.

Workforce members who violate the Code of Conduct, Standards of Professional Conduct, or any state or federal laws or regulations will be subject to disciplinary action, up to and including termination of employment, consistent with the actions documented by Human Resources and Organizational Development in the Employee Handbook.

Reporting Violations

It is the responsibility of every employee to report any suspected violation of the Code of Conduct, Standards of Professional Conduct, or any related policy to their management or directly to the Program Integrity Officer. Reports of wrongdoing may be anonymous if reported to the PIO. In some instances the mere failure to report a violation may itself be a basis for disciplinary action (See Policy COMP-1001). Employees cannot exempt themselves from the consequences of wrongdoing by self-reporting, although self-reporting may be taken into account in determining the appropriate course of action.

Anonymous reports may be made through the Compliance Helpline at 800-620-1438 or on line at <https://www.compliancehelpline.com/welcomePageVCUHS.jsp>. Reported violations will remain completely confidential.

Non-Retaliation Policy

Virginia Premier maintains a strict policy of non-retaliation and non-retribution for reporting violations of the code in good faith. Employees at all levels are prohibited from engaging in any form of retaliation, retribution or any form of harassment against another employee for reporting wrongdoing. The same non-retaliation policy applies to members and providers who report an employee violating the Code.

State and Federal Laws and Regulations

Virginia Premier complies fully with all applicable laws and industry regulations, including the following:

False Claims Act (FCA) and related state laws make it illegal to submit or cause the submission of false or fraudulent claims, records or statements to obtain payment from the government. This would also include accurate and consistent payment to our providers and reporting such as encounters to the Department of Medical Assistance Services (DMAS) and the Centers for

Medicare and Medicaid Services (CMS). Employees are expected to operate with honesty and transparency at all times. As a means to encourage employees to report suspected wrongdoing, the “whistleblower” provision of the FCA allows any person with actual acknowledge of suspected false claims, who has first made a good faith effort to exhaust internal reporting procedures, to file a lawsuit on behalf of the government and potentially share in a percentage of the amount recovered.

Anti-Kickback Statue (AKS) prohibits Virginia Premier from knowingly and willfully paying something of value to providers, members or potential members for a referral or in return for enrolling with the health plan. A violation of the AKS can result in both civil and criminal penalties. While certain nominal “giveaways” are allowed by DMAS, it is incumbent on all employees to understand the requirements and limits of such giveaways. Employees are expected to use good judgment and refer questions to the Program Integrity department if in doubt.

Civil Monetary Penalties Law authorizes the Secretary of Health & Human Services to impose civil monetary penalties, an assessment, and program exclusion for various forms of fraud and abuse involving the Medicare and Medicaid programs. The Inspector General must only prove liability by a “preponderance of the evidence” rather than the more demanding “beyond a reasonable doubt” standard required in criminal actions. A health care entity can be held liable based on its own negligence and the negligence of its employees.

Screen of Excluded Individuals and Entities requires that Virginia Premier screen current and prospective employees, participating providers and subcontractors against the HHS-OIG List of Excluded Individuals and Entities (LEIE) and the GSA SAM exclusions. It is Virginia Premier’s policy to not employ or contract with anyone listed on the LEIE, or make payment to any provider listed on the OIG exclusion list or SAM list.

DMAS Medallion 3.0 Managed Care Contract

The Medallion 3.0 Managed Care contract published annually by DMAS is the foundation for the way we conduct our business. Virginia Premier is a Medicaid and dual eligible health plan contracted with DMAS, therefore, our only business is Medicaid and those eligible for Medicare and Medicaid. We have forged a strong working relationship with DMAS and as such are committed to strict adherence to all aspects of the contract.

Policies and procedures as well as Standard Operating Procedures (SOPs) have been written and updated as necessary to cover all contractual requirements of the contract. All employees are expected to understand the policies and SOPs that directly affect their work, and are required to read and attest to their understanding of the policies annually. Each year the Program Integrity department analyses the changes from the previous year, documents changes to the contract and reviews them with each department's management staff.

Commonwealth Coordinated Care – Capitated Financial Alignment Model

As a Managed Care Organization contracted with DMAS and CMS in the state's Capitated Financial Alignment Model, Virginia Premier is committed to a strong and binding relationship with the participating government agencies. Program Integrity maintains the lead to ensure program compliance through auditing, monitoring and strict adherence to policies and procedures specific to serving the Medicare-Medicaid dual population in Virginia.

HIPAA/HITECH Acts

The Health Insurance Portability and Accountability Act (HIPAA) and the Health Information Technology for Economic and Clinical Health (HITECH) Act are designed to protect the privacy and security of protected health information (PHI) against any intentional or unintentional use or disclosure in violation of the

Privacy and Security Rules. PHI is identifiable health information such as name, address, social security number, member ID number, date of birth or any data that could be used to identify an individual.

In a continuing effort to ensure compliance with the Privacy and Security Rules of HIPAA/HITECH, Virginia Premier has established appropriate administrative, physical and technical safeguards to protect the privacy and security of PHI. These security measures include the following:

- **Administrative safeguards** – written policies and procedures related to confidentiality, preventing and detecting security breaches, reporting breaches, Business Associate Agreements.
- **Physical safeguards** – restrictions to certain secure areas, use of badges to enter work area.
- **Technological safeguards** – password protection, data encryption.

Conflicts of Interest

It is Virginia Premier's policy to protect its interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest of a corporate officer, executive, medical and utilization review staff member, physician, or department director. Directors and vice presidents, as well as all RNs and LPNs are required to complete a Conflict of Interest statement annually. Additionally, it is our policy that any employee working outside the company obtains approval from their supervisor and Human Resources.

The following situations could result in a conflict of interest:

- **Outside employment** – Working for or providing services for a company that competes with Virginia Premier can present a conflict of interest. If outside work interferes with

your work at Virginia Premier that could constitute a conflict of interest.

- **Using Virginia Premier for personal gain** – Employees are cautioned against using company time, the company name or resources to advance any personal interests.
- **Financial interest** – An ownership interest or investment in any entity with which Virginia Premier has a transaction or arrangement could be a conflict of interest.
- **Giving or receiving gifts** – Receiving or giving lavish gifts can suggest impropriety and a potential conflict of interest.

A potential conflict of interest exists if the activity competes against Virginia Premier's interests, if you or any family members directly benefits from your dealings with an entity or individual, or if it interferes with your job.



800.727.7536 | VirginiaPremier.com