

The background features a vibrant yellow upper section and a red lower section, separated by a diagonal line. A series of overlapping triangles in shades of orange and red are positioned in the center, creating a dynamic, layered effect.

Community Report

2017 – 2018

A Message From Our CEO



This past year has been an important one with respect to our goal of bringing quality, affordable health care to the residents of Virginia.

In August 2017, the Department of Medical Assistance Services (DMAS) launched a new managed long-term services and supports program for Medicaid recipients with chronic care needs. We successfully submitted a bid to become one of only a few health plans in the Commonwealth to offer it.

In Central Virginia, we introduced two Medicare Advantage plans (Gold and Platinum) and received approval to offer four plans on the exchange marketplace for 2019. At the same time, DMAS decided to continue our Medicaid contract with the state: later this year, we will transition members from Medallion 3.0 to Medallion 4.0. We also will be expanding our service area into Northern Virginia, augmenting the services we offer in our Roanoke clinic, and preparing for the expansion of Medicaid in Virginia.

Naturally, this has involved a significant increase in employees. In response, we have reconfigured our office space in Richmond: we now have one office downtown near VCU Medical Center, and another in Glen Allen. We also opened an office in Alexandria to facilitate our expansion up north.

In addition to increasing the quantity of our offerings, we've also worked to improve their quality and variety. This includes enhancing services to address addiction—services that are urgently needed to lessen the effects of the ongoing opioid epidemic.

Collaboration has been one of the most successful strategies for furthering our mission. Over the past year, we have pledged financial support for health education and school-based medical care programs, and we continue to seek new opportunities to help Virginians whose health care needs have gone unnoticed or unattended. This kind of cooperation has the value of allowing us to share our expertise, and to benefit from the expertise of other players in Virginia's health care industry.

Our entrance into the individual insurance market—the result of a partnership with VCU Health and Bon Secours—is a prime example of such meaningful collaborations. By working together, we will be providing choice and stability to Virginians who have been buffeted by the changing situation in the exchange marketplace.

Our individual insurance plans also demonstrate the importance of our relationship with VCU Health, our parent organization, which affords us new avenues to make health care available to our communities. Our updated brand, featuring a new logo and graphic elements, highlights this connection with VCU Health with a badge that states, "Powered by VCU Health."

All in all, it has been another successful year for us, thanks to several factors, chief among them being our dedicated staff. Through partnerships, innovation, commitment, care and the values of our employees, Virginia Premier is broadening the scope of what is possible for health care in Virginia.

Sincerely,

A handwritten signature in black ink that reads "Linda Hines". The signature is written in a cursive, flowing style.

Linda Hines, RN, MS, MBA

Our Leadership

Powered by Values

Our corporate values are essential to our success in carrying out our mission.

They serve as guide posts for our staff on how to serve our members each and every day. Virginia Premier is fortunate to have experienced leadership steering the organization through a time of change while maintaining the values that have brought us to where we are today:

- Accountability
- Collaboration
- Compassion
- Innovation
- Quality

We will continue to uphold these values as we work on achieving the following strategic objectives over the next five years:

Embrace Top Quality Care

We are striving to earn a four-star Medicare plan rating as well as an NCQA (National Committee for Quality Assurance) rating of 4.0.

Grow and Create Successful Partnerships

Where possible, we will collaborate with community and provider partners to improve health outcomes. Additionally, we have adopted the goals of diversifying our product offerings and growing our membership from 220,000 to 350,000.

Build and Optimize Our Infrastructure

We will strengthen and grow a more efficient workforce while maintaining financial stability and reinvesting in innovation.

Most importantly, we are committed to improving our members' experiences with Virginia Premier, so we can "make care right, every day." ■

Virginia Premier
Executive Leadership



John Johnson, MD
Chief Medical Officer

David Summers
Assoc. Chief
Information Officer

Alicia Turner
Assoc. Chief
Operations Officer

Timothy Carpenter
Chief Financial Officer

Virginia Premier

Powered by VCU Health

For more than two decades, Virginia Premier has been a part of Virginia Commonwealth University (VCU) Health System. However, the relationship between the two has not been widely recognized. Until now.

In October, Virginia Premier updated its brand, adopting a new logo that highlights our relationship through the tagline, “Powered by VCU Health.” It reminds our members and the general public that we are backed by a robust, innovative health system rooted in Virginia.

But this isn’t a one-way relationship; Virginia Premier makes important contributions to VCU Health. We provide opportunities for VCU’s medical residents and pharmacy students to gain hands-on experience at our Neighborhood Health Center in Roanoke and at our offices in Richmond. In addition, both Virginia Premier and VCU Health are partnering with Bon Secours to offer health insurance on the exchange marketplace for 2019.

VCU Health aspires to be among the premier academic health systems in the nation. To this end, its “Vision by Design” strategic imperatives emphasize:

- Education, research and innovation
- Top performance
- Care for the Commonwealth
- Growing its sphere of impact
- Deepening its operational excellence and organizational effectiveness
- Designing innovation to benefit large populations

These imperatives align well with our own. As we work to increase the number of lives covered and improve the health outcomes and satisfaction of our members, we will continue to work closely with VCU Health and benefit from its research and innovation in health care.

That’s what “Powered by VCU Health” comes down to: harnessing the inherent trust and collaboration between VCU Health and Virginia Premier in order to enhance the efficiency and quality of the services we offer. ■

VCU Health
Downtown Richmond



Partnering for Pharmacy Excellence

“Always act in the best interest of the patient” is the motto of Virginia Premier’s Vice President of Pharmacy Operations, Javier Menendez, R. Ph., BCGP, MBA. And he stresses this principle to the pharmacy students interning at Virginia Premier.

For the past three years, Virginia Premier has partnered with the VCU School of Pharmacy to give its fourth-year students practical, real-world education on what Javier describes as “the business of pharmacy through the lens of managed care.” For the students taking this elective, it’s a chance to see first-hand how Virginia Premier attends to the pharmaceutical needs of its members. For Javier, it’s an opportunity to give back to his profession.

Javier follows a syllabus from the Academy of Managed Care Pharmacists, while drawing on his 30 years of experience, which includes working in a clinical call center, a state Medicaid agency, a health insurance company and as a plan benefit manager. During their five weeks with Virginia Premier, the students receive

“education that would only be touched on in a few days of pharmacy school,” notes Javier. One student described it as “a supplemental crash course in business, pharmacy economics and the U.S. health system.” The interns work on projects involving real-life cases. They get to engage directly with Virginia Premier’s medical director as well as nurses involved in case management and member outreach.

This joint program between a health plan and a medical school is one of only two in the Commonwealth. About four dozen VCU pharmacy students have already participated, and the program has attracted students from the University of Charleston as well.

Javier’s commitment to providing pharmaceutical excellence to Virginia Premier’s members and his enthusiasm for mentoring pharmacy students have earned him an Outstanding Preceptor Award from the VCU Medical College of Virginia. The award comes “in recognition of exemplary training of future pharmacists.”

But the biggest reward for him may be the feedback from his students: “The practice of pharmacy needs more people like you... I hope to be able to contribute to the managed care field as much as you do.”



Formula for Success

Virginia Premier Vice President of Pharmacy Operations, Javier Menendez, left, explains the business side of pharmaceuticals to VCU School of Pharmacy intern Cameron Czech.

Our Business

Powered by Innovation

Virginia Premier's business grew in almost every measurable way during our fiscal year 2018. We enrolled new members, hired more employees, started new lines of business and opened a new office in Northern Virginia. Notably, we were approved to provide four health plans on the Virginia Exchange in 2019.

Innovation—thinking differently about how to make care better—has played a key role in our recent growth. For example, our Pharmacy and Behavioral Health departments are embracing new ways of addressing the opioid crisis by using the latest in prescription metrics. We're also making use of technology by encouraging our members to use our

telehealth service, increasing the accessibility of cost-effective care. And we are partnering with other organizations to help vulnerable school children receive proper health care, and to help diabetics live healthy lives.

We're finding new ways to connect people to the care they need. And our business is growing because of it. ■

Hard at Work

Good health care is just a phone call away with Virginia Premier's highly trained member services representatives.



Our Holistic Approach

Services at our Neighborhood Health Center cover body and mind, from wellness checkups to behavioral counseling.

Innovation in Our 'Neighborhood'

Recently, we rebranded our medical home in Roanoke to Virginia Premier Neighborhood Health Center. The new brand reflects the purpose of this facility and those who staff it: "neighbors helping neighbors."

Virginia Premier opened the center in 2014 to address the shortage of primary care providers in the area for Medallion members. Today, the clinic offers integrated health care, including primary care and behavioral health services, as well as services to treat substance abuse and mental illness.

More than that, we are reaffirming our commitment to serving the area by strengthening our patient-centered approach to health care, applying holistic strategies to treating our members and expanding our services to include OB/GYN starting in the fall. The center offers same-day appointments, with exams that allow ample time to address all of our members' individual needs and concerns.

Like much of the nation, the Roanoke area has been affected by the opioid abuse epidemic. In response, the Neighborhood Health Center offers office-based opioid treatment (OBOT), an approach launched by the Department of Medical Assistance Services (DMAS) in 2017. This approach treats substance abuse as a chronic medical condition, and combines treatment with integrated outpatient health care services, a concept that works well with the Health Center's philosophy of treating medical and mental health concerns holistically. In fact, DMAS has listed the Neighborhood Health Center as a preferred OBOT, attesting to the center's effectiveness in treating opioid abuse.

While the center's focus is on treating our Medallion members, for those who may experience a gap in their Medicaid coverage with Virginia Premier, we will work to make sure they are still able to access the care they need. They should be able to remain in the "Neighborhood" for excellent health care.



Roanoke, Virginia



Expanding Our Business

We've spent much of the past year preparing for the introduction of several new lines of business. This expansion reflects our mission of providing Virginians access to affordable health care, and our contribution to VCU Health's strategic plan.

Growing Our CCC Plus Plan

Last August, the Department of Medical Assistance Services (DMAS) launched its new and innovative Medicaid program: Commonwealth Coordinated Care Plus (CCC Plus). This new program took a unique approach to care by offering Managed Long-Term Services and Supports (MLTSS) to those with chronic care needs and providing a more hands-on style of care.

As part of our commitment to innovation, we submitted a bid to offer this new Medicaid program last year, and DMAS accepted it, making us one of only a few health plans in the Commonwealth to offer CCC Plus.

With our CCC Plus bid accepted, we rolled out Virginia Premier Elite Plus, our CCC Plus plan, on August 1, 2017. And at the end of its first year, Virginia Premier Elite Plus has close to 41,881 members enrolled.

Norfolk, Virginia

Entering the Virginia Exchange

Starting in 2019, Virginia Premier will offer health care plans for individuals on the Virginia Exchange. We are eager to add our resources to the commercial market for Central Virginians, particularly after three of the four exchange plans left the marketplace in 2018.

These plans are the result of a partnership with VCU Health and Bon Secours, whose doctors and facilities will make up the provider network. Four health plans will be offered, representing three tiers of coverage: one bronze, two silver and one gold, serving the following counties:

- Amelia
- Henrico
- Caroline
- New Kent
- Chesterfield
- Powhatan
- Goochland
- City of Richmond
- Hanover

With the availability of these new plans, it is possible that some of our members will be able to remain Virginia Premier members throughout their lives.

Implementing Medallion 4.0

Since our formation in 1995, Virginia Premier has expertly provided Medicaid services to Virginians. Currently, Medicaid makes up the bulk of our 220,000 membership. We will continue providing this assistance through the Medallion 4.0 contract, which was awarded to us by DMAS in November 2017.

In August 2018, we begin rolling out two new Medallion 4.0 plans, Virginia Premier Elite Individual and Virginia Premier Elite Family (FAMIS). These plans will be offered statewide, ensuring that our members continue to receive good coverage through Virginia Premier.

Heading North

With the award of the Medallion 4.0 contract, we are expanding our Medicaid services to Northern Virginia. This is our first entry in that area for our Medallion products.

Because of our emphasis on personalized, local service, we opened a new office in Alexandria and hired 40 staff members. This presence enables us to create meaningful connections with our members, develop a robust provider network and foster mutually beneficial partnerships with local organizations.

Offering Medicare Advantage

At the start of 2018, Virginia Premier launched two new Medicare Advantage commercial plans: Virginia Premier Advantage Gold and Virginia Premier Advantage Platinum. They now stand alongside our Advantage Elite plan for members enrolled in both Medicaid and Medicare. This means we're offering health plans directly to Medicare consumers and competing with more established companies.

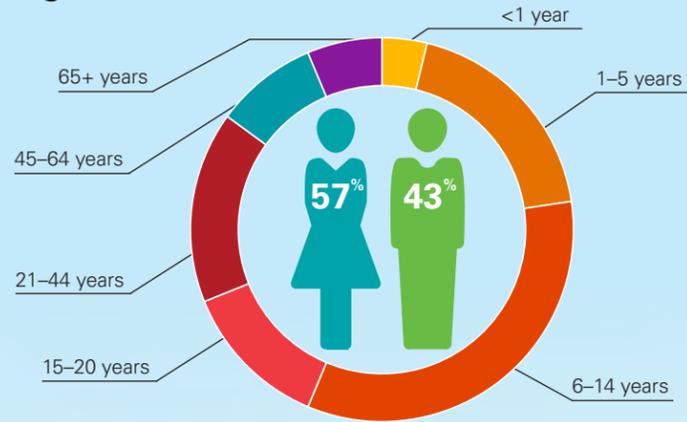
Altogether, we have more than 3,500 members in our three Medicare Advantage plans. We plan to build upon this past year's success by expanding our current Medicare Advantage service area, Central Virginia, into the Tidewater region. With a larger service area, we will be giving Virginians more options for Medicare coverage.



Member Data

We have experienced a **11.8%** growth in our membership over the last four years.

Age & Gender Breakdown

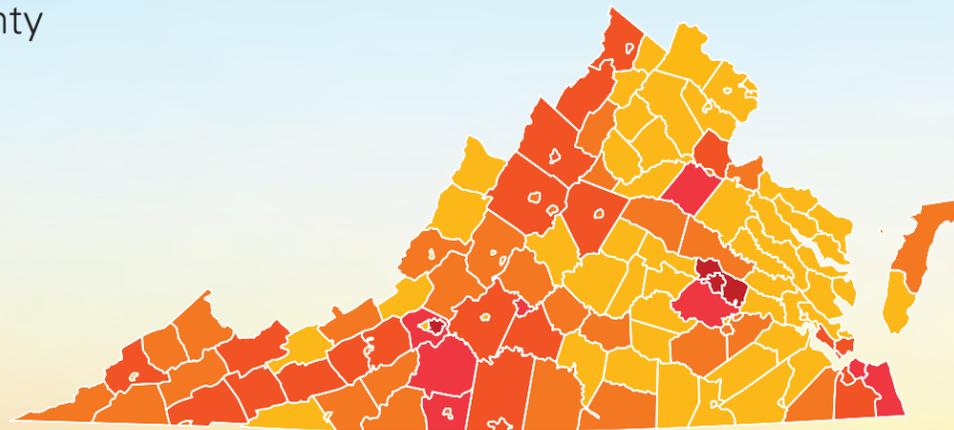


Yearly Growth



Our Members by County

- 1-500 members
- 501-1,800 members
- 1,801-3,600 members
- 3,601-5,800 members
- 5,801-11,000 members



Transportation

During fiscal year 2018, we transported our members over 11,700,000 miles—that's equivalent to circumnavigating the earth over 470 times!

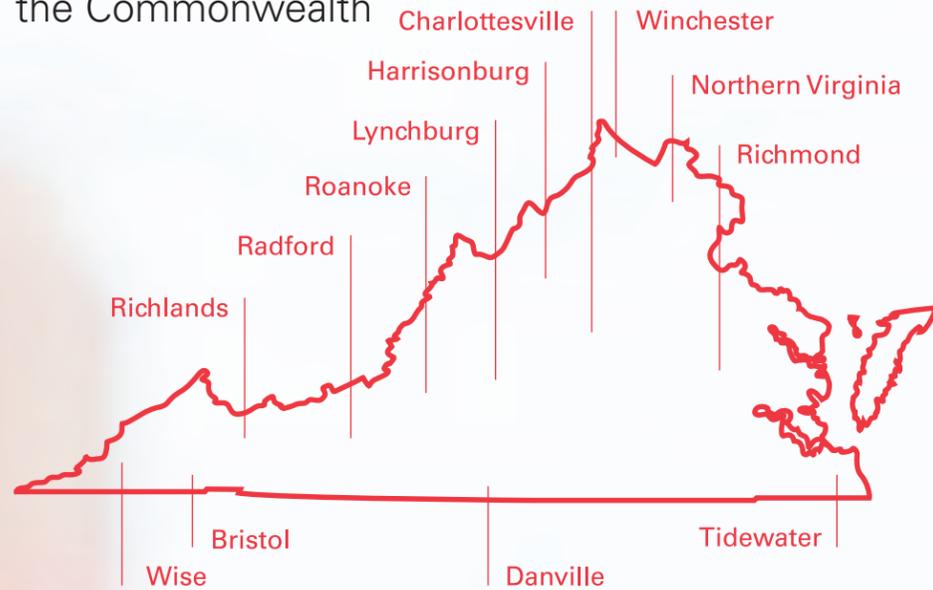


Members by Line of Business

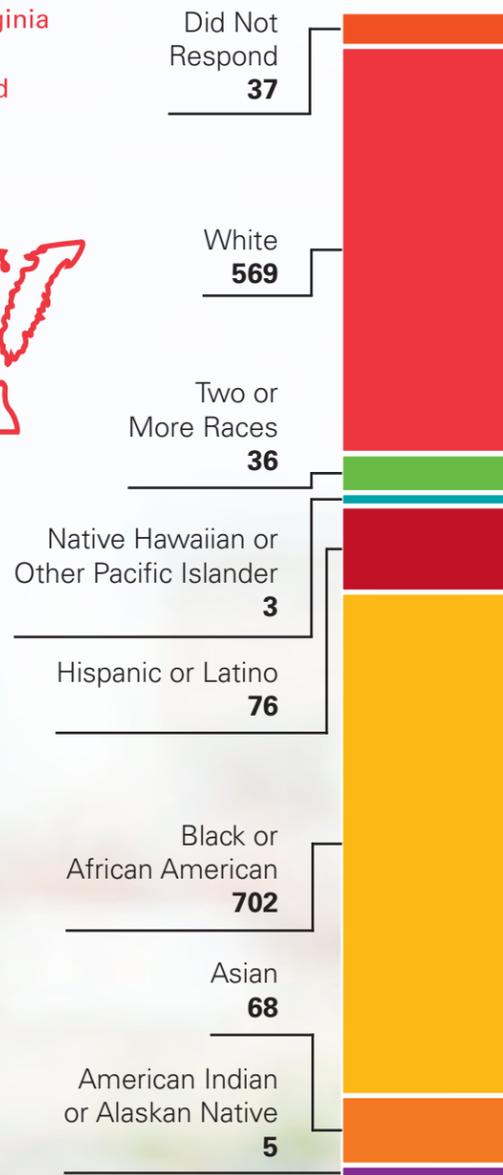


Employee Data

Our Locations Across the Commonwealth



Workforce Diversity



Yearly Growth

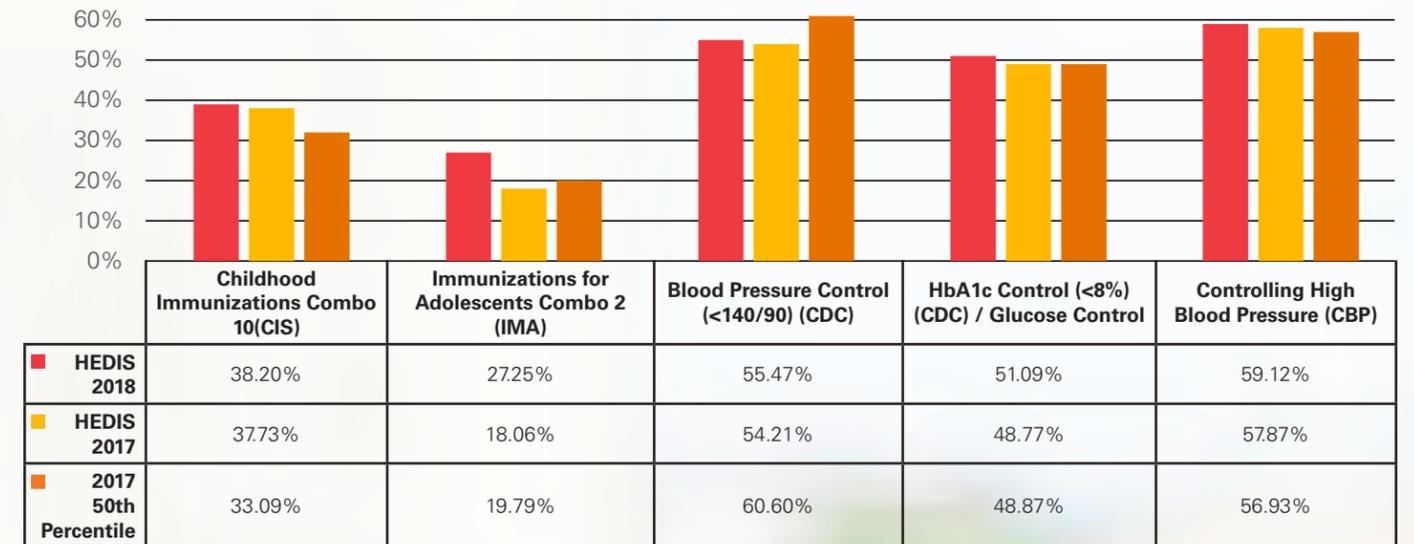


Quality Improvement

Since receiving our NCQA accreditation in 2007, we have maintained a focus on improving quality throughout the organization, and especially in member care and satisfaction.

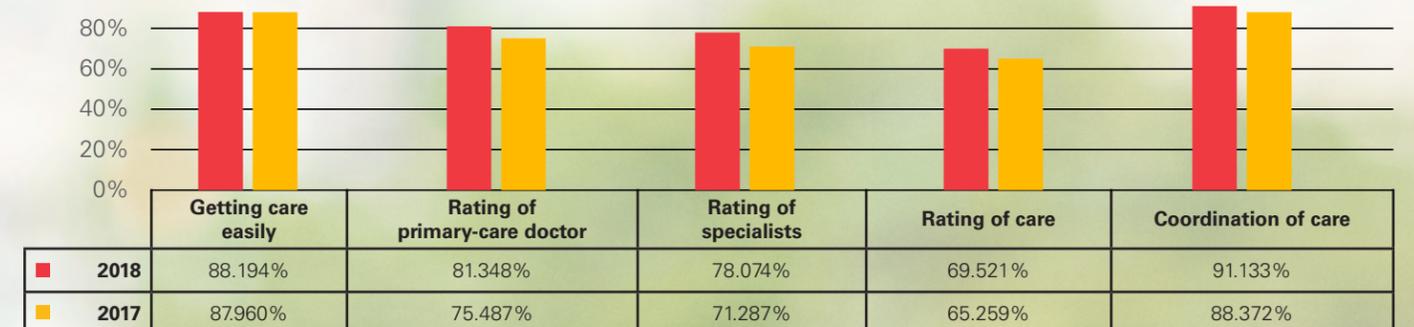
HEDIS Measurement

The Healthcare Effectiveness Data and Information Set (HEDIS) is a tool used by more than 90 percent of America's health plans to measure performance on important dimensions of care and service. Some measurements are "triple weighted," due to their importance. In 2018, Virginia posted improvements over 2017 in five major measurements for our Medallion members: childhood immunizations; immunizations for adolescents; blood pressure control; glucose control and controlling high blood pressure.



Member Satisfaction

We posted year-over-year improvement in five important measures of our Medallion members' satisfaction: getting care easily; rating of primary care doctor; rating of specialists; rating of care and coordination of care.



Our Partnerships

Powered by Care

When Virginia Premier was formed in 1995, it mainly served the Tidewater area. Today, we operate throughout the Commonwealth, through the plans we offer and through our partnerships with like-minded organizations. For example, we sponsor and participate in events large and small, in both rural and urban areas.

Year-round, our health educators and outreach staff perform community service on behalf of Virginia Premier, promoting the importance of healthy living. We join health and wellness fairs, as well as walks to support the March of Dimes and fight diseases such as multiple sclerosis and Alzheimer's. We also support the Special Olympics and events for senior citizens.

We have partnered with Richmond's nonprofit Health Brigade, which runs a "Food Farmacy" to teach people how to avoid or control diabetes by cooking healthy meals. "Farmacy students" are

sometimes able to cut back on the amount of medications they take. This year, Virginia Premier provided funding for fresh produce, and transportation to and from grocery stores using our company vans.

We also support Remote Area Medical (RAM), a nonprofit provider of mobile medical clinics. These clinics deliver free dental, vision and medical services to underserved and uninsured individuals in remote areas of Virginia. Our medical education and outreach staff attend these clinics as well, providing health education and information on Virginia Premier. ■

Active in Our Communities

Just one example of Virginia Premier supporting community organizations: Bristol employees participating in a Susan G. Komen Race for the Cure.



Adding Care to Education

If “children are our nation’s future,” it’s important to help them be as healthy as possible. That’s why, in May, Virginia Premier announced it would help develop a school-based health center (SBHC) in Petersburg. The City and Schools Partnership in Petersburg is creating the SBHC in collaboration with the United Way of Greater Richmond & Petersburg. It will be the first SBHC in the Commonwealth.

A recent independently published study listed Petersburg as the least healthy municipality in Virginia. The SBHC will contribute to overturning that status and, by treating chronic illnesses, will also mitigate one of the causes of school absenteeism. Virginia Premier will fund two years of project management functions necessary to create a clinic where students can receive medical services beyond what school nurses can medically and legally provide. A grant from The Cameron Foundation will support technical assistance for planning and implementing the center.

“Increasing children’s access to health care is one of our major goals,” notes Virginia Premier’s chief medical officer, John Johnson, M.D. “We’re always open to partnerships that make it possible to do more.” In addition to raising awareness of this innovative approach to providing health care to children in need, Virginia Premier hopes to encourage more organizations to contribute to this effort.

Children’s health is an important part of Virginia Premier’s mission. Nearly 25 percent of the children enrolled with a Medicaid managed care organization in Virginia are covered by us. That’s about 150,000 members under the age of 21, and we do our best to help them be healthy.

Outreach That Inspires

Our mission is to inspire healthy living in the communities we serve. This means doing more than providing treatment and care for our members. It means going into our communities to inspire healthy living through partnerships, health education and community service.

A typical example of this is our participation in the Richmond Women’s Health and Fitness Expo in February. At the event, our health educators provided educational material on easy and enjoyable ways to boost one’s health. And since studies show that women often have significant influence over the health of their households, this outreach potentially affects whole families.

We also believe healthy living involves more than just one’s physical body. To demonstrate this belief, our CEO, Linda Hines, personally supported and attended First Lady Northam’s Reach Out and Read event at the Governor’s mansion. The national non-profit program promotes literacy among young children by partnering with local doctors and nurses who make “prescriptions” for books. The program’s aim is to inspire a love of



reading and learning in kids—because stimulated minds are just as important as healthy bodies.

In the next fiscal year, our outreach efforts will expand to communities throughout Northern Virginia, an area of growth for Virginia Premier. With several events already scheduled—supporting food assistance programs, housing efforts for the homeless and providing medical care for uninsured individuals—we are working on inspiring healthy living throughout the Commonwealth.

Our Staff

Powered by Commitment

Virginia Premier has always been known for its “personal touch,” and for going above and beyond to help our members. “Neighbors helping neighbors” is more than just a slogan for us; it’s the way we go about accomplishing our mission.

For example, our medical outreach staff are tasked with ensuring our members get the health care they need. To do this, they conduct health risk assessments in members’ homes, evaluate members’ needs and assess whether they need additional social services. More often than not, they personally lend a helping hand.

As Karen Whittington, one of our medical outreach representatives, was conducting a health risk assessment in the Franklin area, she found the member living without electricity. Karen would regularly swing by to check on him, even bringing him warm clothing in the winter.

And one of our case managers, CeCe Cowans, proved to be a lifeline for another member, who sent us a letter stating:

“This letter is to express my gratitude and deep appreciation to Virginia Premier for CeCe Cowans. ...my baby brother passed away due to heart failure. He died in my arms and I was completely devastated. ...CeCe somehow detected the desperate place I was in and began to take care of me. ... For at least three months she called me Monday thru Friday of every week. Her calls were lifelines that made me weep. ...CeCe saved my life. That is a 100% true statement...this letter has been my effort to shine a light on an excellent person who saw me drowning in my grief and invested herself in a broken human being. Your company is so fortunate to have someone like her in your employ.”

Indeed, we are fortunate to have people like Karen and CeCe looking after our members. ■

Going Above and Beyond

Virginia Premier’s member support can be a lifeline for members, as when Case Manager CeCe Cowans helped one of our members during a very difficult time in his life. The member credits CeCe with saving his life.



A Career in Commitment

When LaJune Fowlkes started with Virginia Premier in 1995, there were no laptops or cell phones, only a handful of people with clipboards, beepers and a book with all our members' names in it. Though much has changed in her 23 years with the company, LaJune says, "One thing has remained constant: we always took care of our members."

Although LaJune was technically the transportation supervisor, she often multitasked. "I would do any job, whenever it was needed and wherever it was needed," she says. This included visiting doctors' offices to introduce them to Virginia Premier, scheduling the five drivers ferrying members to doctors' visits, ensuring the vans were cleaned and serviced on weekends and even driving members herself when necessary. Why did she work so hard? "I believed in our mission—helping people on Medicaid get their own personal care doctor, and addressing issues before they required a trip to the ER."

After two and a half years, LaJune transitioned to health education, which is her passion. Today, as the manager of health education, she oversees seven health educators based in Richmond, Tidewater, Roanoke and Bristol. She still works as hard as ever; and it is not unusual to find her at a community event on a weekend, handing out information about Virginia Premier or teaching people about the fitness benefits of playful exercise, such as hula-hooping.

Why has she stayed with Virginia Premier? "We are more involved with our members than any other managed care organization I know. We do everything we can to help our members live a healthier life. We go above and beyond."

And no one knows—or does—that better than LaJune.



Hula-hooping for Health

LaJune Fowlkes, manager of health education, makes exercise look easy—and fun.

A Commitment to Service

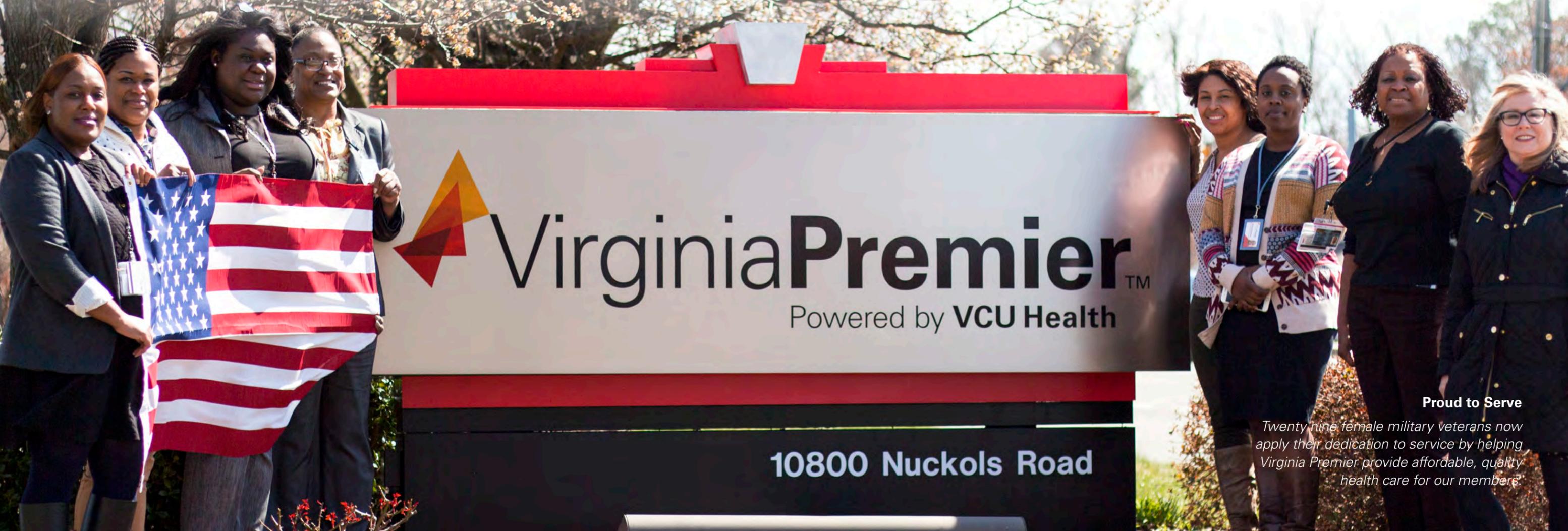
Virginia Premier looks to hire people who demonstrate dedication and a commitment to service. So it's not surprising that we value the service of our nation's military veterans. Since 2012, we have been a certified member of the Virginia Department of Veterans Services' Virginia Values Veterans (V3) Program. As such, Virginia Premier has undergone training to gain a better understanding of veterans and their potential contribution to the workforce, and we have pledged to recruit military veterans for open positions.

At the V3's annual summit in Alexandria, in June, former First Lady of Virginia Dorothy McAuliffe presented Virginia Premier an award for "demonstrating its outstanding commitment to promoting the hiring of women veterans." Of 301 large companies (501-1,000 employees) nominated for this distinction, Virginia Premier was

recognized for hiring the most female veterans. Sen. Tim Kaine, D-Va., sent a letter to our CEO, commending Virginia Premier's "commitment to removing barriers to job opportunities for those who have contributed to the efficiency of our military...You have set a high standard for other companies to follow."

"Hiring people who have served our country is not only the right thing to do, but a smart thing, as well," notes Virginia Premier CEO Linda Hines. "They bring to the civilian workforce a host of sought-after skills, along with maturity, a sense of duty and dedication to service."

Of the 1,300 people employed by Virginia Premier throughout the state, 65 are military veterans, with 29 of them women. The company has a goal of hiring at least 10 more veterans this year as part of its commitment to the V3 Program.



Proud to Serve

Twenty nine female military veterans now apply their dedication to service by helping Virginia Premier provide affordable, quality health care for our members.

Commitment Starts at Work

To handle the growth of our business this past year, we hired 836 new staff members—an increase of 171 percent over the previous fiscal year. Recruiting and retaining dedicated employees is a challenge for any organization. Thankfully, our mission attracts people who have a strong drive for helping those in need.

In turn, Virginia Premier supports its staff members by providing benefits that make us an employer of choice. These include:

- Opportunities for continuing education, including tuition assistance for employees and their dependents

- Promotions from within to different areas of the company
- Three weeks of vacation in year one of employment
- Incentives to perform volunteer service
- An infant-at-work program, in which new mothers or fathers can bring their newborns to work until the babies are eight months old

Virginia Premier's leadership understands that caring for our members and our communities starts with caring about our staff and their families.



(Baby) Formula for Work-life Balance

One of the perks of working at Virginia Premier is the Infant at Work program, in which new moms and dads can bring their babies to work for up to eight months. The program enables parents to continue their career while spending time with their newborns. And the babies bring smiles to the faces of colleagues around the office!

Our Members

Empowered by Virginia Premier

Virginia Premier's mission is to "inspire healthy living within the communities we serve." We specifically chose the word "inspire" because we know we cannot dictate to our member which lifestyle and health choices they must make or what care options they must follow. What we can do—and what we strive for each day—is provide them with a range of beneficial options and sound health care education, along with guidance and support to help them in their journey.

In the coming year, our range of health coverage options will be increasing significantly, with the Medallion 4.0 contract, expansion of Medicaid and our Medicare Advantage products. In keeping with our mission to provide affordable health care for

those in need, we anticipate a future in which we will be able to cover our members throughout their lives, beginning at birth. In each phase, we will be providing not only excellent health care treatments, but also education to maintain and enhance our members' health.

We believe in empowering our members to achieve their healthiest best. ■

Health at Home

We empower our members to help themselves.



Healthy Heartbeats - Times Three

Rebeca Gomez enrolled in our Medallion plan when she learned she was pregnant. But it was no ordinary pregnancy: at her third-month exam with ultrasound, she learned she was carrying triplets.

A resident of Fredericksburg, Rebeca needed to travel to the University of Virginia Health System in Charlottesville, where she received care for her high-risk pregnancy. Rebeca only speaks Spanish, so there was also a language barrier to contend with. Fortunately, Kayla Diaz, a bilingual Virginia Premier medical outreach representative, covers the Fredericksburg area.

Kayla ensured that Rebeca had transportation to and from all appointments. She worked closely with Rebeca as she went through our Healthy Heartbeats program, which helps ensure healthy pregnancies for both babies and moms. When Rebeca worried about not having cribs for her newborns, Kayla obtained “baby boxes” for the triplets with “safe sleeping” information (and much-needed diapers). She also ensured Rebeca was able to attend a baby shower held by Virginia Premier.

“In addition to the medical care they need, we help our pregnant members receive information on such things as post-partum depression and breastfeeding,” notes Kayla. “We try to help them feel comfortable and understand everything they’re going through during their pregnancies, to empower them to be better parents from the start.”

Rebeca couldn’t agree more. “I’m so appreciative of Virginia Premier and Kayla,” she says. “Any time I had a question and called, I would get the information and help I needed. When I learned one of my babies needed to wear a protective helmet, I called Kayla. She assured me that it would be covered by Virginia Premier.”

Now six months old, the triplets—Eitan, Matthew and Zoe—are enrolled in Virginia Premier’s Watch Me Grow program, which encourages new parents to take their children to their recommended checkups for the first 24 months. Mathew, the “baby on the bottom,” and Zoe, “the smallest one,” needed some physical therapy, which is being tapered off. Overall, all three babies are doing well.

With the help of Virginia Premier and thoughtful staff like Kayla, they are off to a good start.



Making Care Right

Medical outreach rep Kayla Diaz, right, helped ensure a successful pregnancy for Rebeca Gomez, when she was carrying triplets.



Healthy and Happy

Rebeca Gomez and her son are all smiles with their little ones who benefited from the Healthy Heartbeats program.

Powering for the Future

As our fiscal year (July 1, 2017–June 30, 2018) drew to a close, we found ourselves busier than ever at Virginia Premier, powering up for future growth. We will be focusing on:

- Medicare Advantage: Rolling out our new products in 24 counties in Virginia
- Individual coverage on the Virginia Exchange: Making affordable health care available in 9 counties, with enrollment opening in the fall
- Medicaid expansion in January 2019
- Assessing our staff: Making sure we have the right numbers of the right people, with the right skills and training to be able to determine and address our members' needs, process claims accurately and efficiently and maintain the high level of customer service that has always been the hallmark of Virginia Premier.

As always, everything we do at Virginia Premier revolves around our never-ending commitment to making care right, each and every day, for each and every member.

Our Mission

To inspire healthy living within the communities we serve with a focus on those in need. We do this through innovation, strategic partnerships, industry-leading health care and the power of VCU Health.

Our Vision

To be a leading health care organization by connecting all members to innovative, quality and affordable health care for all phases of life.

Our Values



Compassion



Collaboration



Quality



Innovation



Accountability



VirginiaPremier.com