#1—What’s In A Name? Name recognition-based brand familiarity occurs in the PPO industry as it does in other businesses. Sometimes people discount the validity of a company if they do not recognize the name and presume that it is of inferior quality because they have not heard of it before. NovaNet is better that its competitors in most aspects. NovaNet’s clients who have used other networks wonder why they did not switch to NovaNet sooner. With NovaNet, they experience better coverage, deeper discounts and superior customer service. Their employer groups and employees are happier and have fewer issues. And the client, especially when it is a TPA, is offering a different and better solution than its competitors.

#2—Am I Giving Business To My Competitor? With all of the buyouts and mergers happening in our industry almost every month, it is hard to keep up with who owns who and how that directly affects your business. NovaNet continuously strives to keep current and potential clients informed about the ownership of its competitors and how that ownership may turn a network into a client’s competitor. It is crucial to your business to keep up with this information and make sure you are not funding the very people who may be trying to take your clients away from you, especially in this economy and political climate. Today, many networks are also TPA’s or insurance companies with that being their core business. Independent TPA’s using these organizations have lost their clients to the very organizations they trusted for network access.

#3—Does Your Network Know Its Market? Most national networks have a few offices scattered across the country where people contract and work with providers via telephone and/or email, but there is no personal touch, no relationships built with those providers. These networks often have no idea which health system they should contract with in a particular city, let alone the politics involved in that community and how it will affect the network’s clients and members. Having the right providers in the network is crucial to your ability to gain new groups/members and to maintain them. NovaNet has a local presence, knows its market and has personal relationships with its providers.

#4—Is Your Network Flexible? In today’s fast-paced and constantly changing managed care environment, you need a network that keeps up with you and offers a variety of options to meet your needs. NovaNet knows that flexibility and customer service are key, and it offers those things to its clients every day. Just because one client does things a certain way does not mean that another client does things the same way, so NovaNet sets up a unique set of products, services and work flows for each of its clients. This flexibility and responsiveness can most obviously be seen in NovaNet’s client-specific recruiting, special/customized networks and repricing technology.
Ty Cobb Health System has been a provider in the NovaNet network since 1998. The Ty Cobb Health System originally began as one facility, Cobb Memorial Hospital, and was dedicated in memory of Ty Cobb’s parents, William and Amanda Cobb. Constructed in 1950 in Royston, Georgia, the modern twenty-four bed hospital was designed to meet the health care needs of the people of his hometown and surrounding rural northeast Georgia.

Ty Cobb, nicknamed the “Georgia Peach,” was a major league baseball outfielder who spent 22 seasons with the Detroit Tigers and finished his career with the Philadelphia Athletics. Ty is credited with 90 major league records over his career including some that still stand today. Ty was known for his ferocious attitude on the field, which he attributed to his father who never got to see him play. Ty’s mother actually shot and killed his father in strange circumstances just weeks before Ty debuted with the Tigers.

Opening July 1, 2012, Ty Cobb Regional Medical Center will replace the former facility. Ty Cobb Regional Medical Center is a 155,000 square foot state-of-the-art facility located in Lavonia, Georgia. The new facility features 56 private patient rooms, state of the art equipment in surgery and imaging, with 4 surgical suites including a cystoscopy room and an additional suite dedicated for endoscopy, a 14-room emergency department equipped with 2 trauma rooms and separate entrances for the public and ambulances to allow for better flow of patients and staff, a mother/baby unit with 3 labor/delivery rooms and 6 post-partum rooms, and an 8-bed critical care unit.

With Ty Cobb Physician Center attached to the hospital, access to specialists has never been easier for the residents of Northeast Georgia. The 66,000 square foot medical office building features offices for a wide range of medical specialties, including Audiology, Cardiology, Gastroenterology, General Surgery, Obstetrics and Gynecology, Nephrology, Oncology, Ophthalmology, Orthopedics and Urology.

NovaNet is pleased to have Ty Cobb Regional Medical Center as part of its group health and workers compensation networks.
Premise:

Two years ago, Medline produced the first Pink Glove Dance video to raise breast cancer awareness. The video has since generated more than 13 million views on YouTube and inspired countless pink glove dance videos and events around the world. The response to the original video from the healthcare community, survivors and family members of survivors was overwhelming and heartwarming. As a result, last year they created a sequel featuring more than 4,000 healthcare workers and breast cancer survivors from San Francisco’s Golden Gate Bridge to New York’s Times Square and many sites in between.

In 2011, it was launched as a competition and healthcare facilities and organizations around the United States participated by creating their own videos. The videos were then rated and donations were made to the winners’ charities of choice. It is a lighthearted but emotional way to bring attention to breast cancer and finding a cure.

NovaNet’s in-network hospitals did quite well, and if you search YouTube for “Pink Glove Competition” you are guaranteed to come up with some interesting results. Gwinnett Medical Center’s video is set to “Raise Your Glass” by Pink and features numerous staff members performing some pretty well-planned choreography. Effingham Hospital in Springfield, Georgia, performed to “Down” by Jay Sean, and Gordon Hospital in Calhoun, Georgia, and Memorial Hospital of Adel in Bainbridge, Georgia, have videos as well.

If you have not had a chance to see some of these videos, visit the Pink Glove web site at www.pinkglovedance.com or search YouTube for facilities near you. NovaNet congratulates and thanks all of the organizations that are going above and beyond to raise cancer awareness and hope for a cure.

**CHEESY SQUASH CASSEROLE**

1 Tbsp of vegetable oil 1 cup shredded sharp cheese
6 medium yellow squash, thinly sliced 1/2 cup sour cream
1 large onion, thinly sliced (Vidalia onion if available) 1 sleeve of crackers, crushed
1 Tbsp of butter 1/2 cup of grated Parmesan cheese

Preheat oven to 350 degrees. Grease a 2-quart casserole dish.

Heat the oil in a large skillet over medium heat. Saute the squash, onion and butter until soft. Transfer to a bowl and stir in the cheeses and sour cream. Add salt and pepper to taste.

Place in the greased casserole dish and sprinkle the cracker crumbs evenly over the top. Bake for 20 minutes until the top is golden brown and bubbly. Serves 6-8.
NovaNet offers access to three national dental networks. The Aetna Dental® Administrator network, the Dental Health Alliance network (through Assurant Health) and the Dentemax network offer excellent national coverage and significant discounts.

There are over 115,000* available dental practice locations nationwide in the Aetna Dental® Administrator network, with national average savings of 38%**.

The Dental Health Alliance network offers access to over 130,000 dental provider locations across the country, with a 48% savings average.

The Dentemax network has more than 141,000 dentist access points nationally, with average savings of 35%.

NovaNet can perform a GEO access analysis, a disruption report and/or a savings analysis for each dental network and offers a variety of repricing options for each network.

Each network has its own particular strengths in coverage in certain areas of the country. This variety of dental network options demonstrate once again that NovaNet is continuously striving to provide its clients with strong options and flexibility.

*According to the Aetna Enterprise Provider Database as of 5/1/12.
**Savings will vary by geographic area.
About NovaNet

NovaNet was founded in 1994 to participate in the rapid evolution of healthcare moving from traditional fee-for-service to a managed care environment.

NovaNet recognized a void in the way managed care was being delivered to the consumer. Unlike other networks, NovaNet is a privately held corporation not owned by physicians, hospitals or insurance carriers. The company is led by a team of professionals who have a cumulative total of over 60 years experience in the delivery of healthcare products and services. Our team is committed to providing the best delivery system throughout our areas of service.

NovaNet’s mission is to provide an innovative healthcare delivery system to benefit and better fit the needs of today’s employers and providers.

NovaNet is a national PPO that provides comprehensive coverage in 50 states and represents over 1,000,000 physician locations and more than 5,000 acute care, rehabilitation and behavioral health facilities. The national network is made up of NovaNet’s proprietary networks in Alabama, Georgia, Northern Florida and Tennessee, as well as NovaNet’s Affiliate Network, which is comprised of the strongest state and regional networks in their respective service areas. Our clients benefit from a single source for local, regional and national PPO network access.

See us on the Web for ongoing updates! www.novanetppo.com

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