

# NovaNet Connection

Network Coverage with a Different Perspective

July, 2014



## COMPLETION OF SECOND DECADE BY RICHARD F. MORGAN, PRESIDENT AND CEO

NovaNet was founded on May 13, 1994, as SpecialNet, Inc., a Georgia-based group health PPO Network serving the Atlanta area. The company expanded coverage throughout Georgia and Alabama over the next several years and changed its name to NovaNet to eliminate presumptions in the market that the company was only a local specialty network. NovaNet also grew its direct group health network through acquisition and direct contracting to over 82,000 physician locations and over 500 hospitals serving Georgia, Alabama, Tennessee and Northern Florida. Beginning in 1998, the company partnered with the best regional group health networks nationally to provide its clients with comprehensive coverage and outstanding discounts. It became an easy solution for clients to sign a single contract and receive thorough access coverage anywhere in the country for their employees/members.

Ten years ago, in an effort to better serve group health clients and add diversification to its products and services, NovaNet entered the dental PPO business as a value-added partner of carrier-owned dental PPO networks. Today, NovaNet is the largest remarketer of dental network access, offering both primary and out-of-network access to the who's who of national dental networks. The services include not only access, but also GEO and disruption analyses, sales support and full IT services for online and EDI claims repricing.

In 2009, NovaNet acquired Tennessee Healthcare as a means of entering the Workers Compensation market. Since the acquisition, NovaNet has exponentially grown the provider network in Tennessee, as well as developing networks in Georgia, Alabama and Northern Florida. Similar to the group health strategy of providing national coverage for its clients, NovaNet has partnered with the best regional Workers Comp networks in the country in order to offer complete coverage in all states with deep discounts. All of this is done with NovaNet coordinating the contract access, administration and repricing for the client.

The last several years have been challenging with so many changes in healthcare rules, regulations and new legislation now in effect. NovaNet has proven that it cannot only adapt but thrive in the turmoil, which is a great tribute to its employees, to the providers it represents, and to the confidence and commitment of its long-time clients. These 20 years have been fun and rewarding for the company and for its employees, with many employees having over 5 years of service and three having over 13 years with the organization. NovaNet looks forward to the next decade with a proven track record of providing "Network Coverage with a Different Perspective."

### SPECIAL POINTS OF INTEREST:

- NovaNet marks its 20th anniversary
- Dental Wrap Network Expansion
- Provider Spotlight: The Shepherd Center
- Dental Networks
- BRAG

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## NOVANET FURTHER ENHANCES ITS DENTAL WRAP NETWORK

NovaNet is pleased to announce that it has partnered with another large, national dental PPO network for access on a passive/non-logo'd basis. NovaNet's new network partner provides over 120,400 locations and 47,000 unique providers. The average nationwide discounts range from 25%-30%. "This network will provide greater coverage in the more rural/outlying areas of the country, and will no doubt produce additional savings and network penetration for our clients," states Jordan Morgan, Vice President, Business Development for NovaNet.

NovaNet provides free analyses for its clients that show how much dental plans can save by accessing NovaNet's Dental Wrap Product. For groups using a Primary Dental PPO, just send a file of non-par claims. For groups on an Indemnity Plan, send a file of all dental claims. NovaNet will run the claims through its dental wrap network solution and provide the results. Clients have been pleased with the added savings and coverage for their dental plans! For additional information, please contact Jordan Morgan via email at [jmorgan@novanetppo.com](mailto:jmorgan@novanetppo.com) or by phone at (770) 729-1997, ext. 219.



### NOVANET VALUES ITS EMPLOYEES!



NovaNet is proud to say that many of its employees have been part of the organization for 5 years or more. The company is celebrating the following anniversaries:

Melody Alexander: 14 years  
Lisa Raymaker: 13 years  
John Folks: 13 years  
Robert Loew: 7 years

Mandy Gillis: 7 years  
April Goforth: 6 years  
Jordan Morgan: 5 years

"KNOW, THEN, WHATEVER CHEERFUL AND SERENE SUPPORTS THE MIND  
SUPPORTS THE BODY TOO."

JOHN ARMSTRONG

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## PROVIDER SPOTLIGHT: THE SHEPHERD CENTER

The Shepherd Center is a NovaNet preferred rehabilitation hospital located in Atlanta, GA. Founded in 1975, Shepherd Center is a private, not-for-profit hospital specializing in medical treatment, research and rehabilitation for people with spinal cord injury and brain injury. It is ranked by U.S. News & World Report among the top 10 rehabilitation hospitals in the nation.

The Shepherd Center participates in NovaNet's Group Health and Workers Compensation networks. Last year, the 152-bed facility had 992 admissions to its spine and brain inpatient programs and 571 admissions to its day patient programs. Shepherd also sees more than 7,600 people annually on an outpatient basis. Shepherd Center is a world-renowned center for neurological and neuromuscular research. Clinical studies are conducted in collaboration with leading experts at other hospitals, research centers, medical schools and universities around the world. Shepherd Center's research activities are primarily focused in spinal cord injury, brain injury, multiple sclerosis and neuromuscular disorders. The center works to develop, refine and evaluate new treatments, including drugs, surgical techniques, diagnostic tools and various therapy interventions.

In Atlanta, the Shepherd name has become synonymous with excellence and quality of care. NovaNet's continued relationship with Shepherd has provided its members with access to the most advance care available for spinal and brain injury.

## NOVANET DIRECT CONTRACTS INCREASE SUMMARY

In the second quarter of 2014, NovaNet increased its directly contracted group health provider network by the following percentages:

Georgia: Physicians up 4.5%

Alabama: Physicians up 2%

Northern Florida: Physicians up 3%

Tennessee: Physicians up 4% and Ancillary Providers up 1%



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## NOVA NET OFFERS PRIMARY ACCESS TO FOUR NATIONAL DENTAL NETWORKS



NovaNet offers access to four national dental networks. The **Aetna Dental® Administrator** network, the **Dental Health Alliance** network (through Assurant Health), the **DenteMax** network and the **PPO USA/Connection Dental** network offer excellent national coverage and significant discounts.

There are over 128,000\* available dental practice locations nationwide in the **Aetna Dental® Administrator** network, with national average savings of 15% to 50%\*\*.

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%.

There are more than 46,900 unique dental providers in over 108,600 locations in the **Connection Dental** network, with average national savings of 25% to 30%.

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 12/31/12.

\*\*Savings will vary by geographic area.



# Aetna Dental® Administrators



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## NOVA NET EMPLOYEE PARTICIPATES IN BRAG: BICYCLE RIDE ACROSS GEORGIA



During the second week of June, Robert Loew, NovaNet's Direct of Network Services, participated in BRAG (Bicycle Ride Across Georgia). BRAG is an annual odyssey of discovery of Georgia by bicycle. It is a family-oriented tour, not a race, although it is strenuous at times. This year's route began in Washington, Georgia, with stops in Thomson, Waynesboro, Metter and Jesup, and ended in the beautiful coastal town of Darien. Robert covered 395 miles during the 7-day ride.

BRAG usually averages around 60 miles a day, and provides rest stop and SAG (Support and Gear) wagon support to participating riders. The routes are planned in advance and include stops at historic towns and sites. The event provides indoor and outdoor camping spots each night, usually at local schools. The host towns often organize special events for BRAG participants with live music and entertainment.

Robert describes his trip as an amazing experience and says, "It was a great event and I really enjoyed getting to see the towns and meet the people close up. I also got to meet a lot of great cyclists from all walks of life and from other parts of the country. I even got to meet individuals that work with some of our preferred providers." Robert was not an experienced cyclist before he started training in March of this year, but he plans to continue riding and would like to participate in other events like BRAG.



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## 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.

It began by providing statewide coverage in Georgia, Alabama and parts of Florida, and its acquisition of Tennessee Health Care in 2009 helped to complete its expansion into Tennessee. NovaNet also developed an affiliation network delivery system that now extends to all 50 states. Each of its Affiliates is the very best in their particular state in terms of coverage and providers of choice. The NovaNet national delivery system provides clients with the ability to work with a single source for group health, workers' compensation, health travel/wrap, dental and dental wrap plan coverage.

NovaNet is a national preferred provider organization (PPO) that delivers network coverage with a distinct perspective. They are not owned by physicians, hospitals, or insurance carriers, ensuring an independent body with no biases or competitive issues. NovaNet's entrepreneurial flexibility allows them to collaborate with clients and develop solutions that solve today's issues, as well as anticipate tomorrow's challenges. NovaNet and their affiliate partners are a single source for local, regional, and national PPO access, continually seeking innovative possibilities and solutions.

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

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### NovaNet Management

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John Folks, Vice President of Client Development

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Robert Loew, Director of Network Services

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