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Halifax PHO Partners with Piedmont

Lynchburg, VA – Piedmont Community Health Plan of Lynchburg and Halifax Physician Hospital Organization (Halifax PHO) have combined their resources to bring competitive comprehensive health insurance alternatives to employers in the Halifax and South Boston areas.

Current economic conditions have had an especially adverse impact on the ability of small to medium size employers to provide quality healthcare benefits to their employees. The result is that many smaller employers have been left with limited healthcare benefit plan choices. To address this issue, Piedmont has joined forces with Halifax PHO to offer complete networks of hospitals and physicians to work together to serve these employers in the community.

This alternative approach focuses on Piedmont's LocalSelect™ healthcare plans designed for small to medium size businesses. These plans offer a variety of service options, deductible and co-pay amounts, and payment structures that companies can customize to best suit their needs. Combined with Halifax PHO's strong regional network coverage, local employers are now empowered to play a more active role in how their healthcare plan is provided and administered.

Brett Jackson, Executive Director at Halifax PHO explains, “A lot of companies in our area were left with a take it or leave it situation when it came to healthcare plan choices. Now by working with Piedmont, our healthcare provider network can better serve the community.”

Piedmont’s Dir. of Marketing, Cheryl Midkiff adds, “It’s a perfect fit for us to be working with Halifax PHO. With a well established local network now a part of our network, along with our flexible healthcare plans, we’re positioned to bring a better quality of life to employees in a region of Virginia that didn’t have many options before.”

Halifax PHO is a Virginia managed care company established in 1993 as a freestanding for-profit Virginia corporation, operating separately from hospitals, physician practices, pharmacies, mental health facilities and other providers.

Piedmont Community Health Plan is a locally owned and operated healthcare management organization for Central Virginia employers. Piedmont’s service area includes the cities of Lynchburg and Bedford, plus the counties of Albemarle, Amherst, Appomattox, Bedford, Buckingham, Campbell, Charlotte, Cumberland, Halifax, Lunenburg, Mecklenburg, Nelson, Nottoway, Pittsylvania and Prince Edward.

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