



# Bringing insight and innovation to health care

Optum Advisory brings insight and innovation to health care transformation – creating more equitable and efficient systems of care for the people we serve.

With increased costs and premium pressures, today's health plan leaders feel squeezed on both sides. Margin pressure, workforce challenges, legislation and consumer pressures are just a few of the challenges facing payers. And while we're seeing greater payer/provider integration, these market forces continue to inhibit a smooth progress to delivering efficient and equitable care. Learn how we're helping organizations:

- Control fixed costs to decrease total cost of care
- Grow revenue and ensure financial sustainability
- Increase engagement and meet growing patient expectations
- Deliver high-quality care that's consistent, efficient and reliable
- Overcome workforce challenges and retain top talent



## 69%

of plans received lower Star Ratings in the last cycle<sup>1</sup>

## 35%

median Medicaid disenrollment rate (May 2023)<sup>2</sup>

1. CMS. Part C and D Performance Data.

2. Advisory Board. State of the Industry 2023: Guideposts for strategically reshaping the industry.

# Optum

# Aligning on your top priorities

Achieving sustainable results despite an uncertain future



## Take out cost

For health plans facing financial challenges, we can help. We start with a comprehensive organizational assessment and can conduct an end-to-end review of claims processes, eligibility determination, provider network analysis, payment integrity and more, including:

- Discovery analytics
- Formulary analysis
- Business process redesign
- Intelligent automation
- System modernization



## Grow revenue

Membership growth, engagement and retention is key to increasing revenue. We support health plans:

- Developing new products
- Expanding their markets
- Growing their business from government programs
- Differentiating their service offerings



## Case example

# \$12M-\$18M

administrative cost-saving opportunities identified for a multistate health plan (≈300K members)

## Case example

By creating a new care coordination platform and supporting their Medicare bid submission, we helped a community health plan secure:

- The only community plan contract in the state for STAR+PLUS
- A contract for Medicare expansion



## Enhance the patient experience

Digital strategies and care delivery innovations – including virtual care and hospital at home – provide patients with the consumer-friendly options they’ve come to expect. We can also help with:

- Price transparency
- Program and product design
- Omnichannel, personalized member engagement



## Deliver improved care

Health plans can help improve care delivery by understanding the social determinants of health (SDOH) and promoting whole-person health. Optum Advisory provides support for implementing SDOH and health equity programs. Other capabilities include:

- Network design and access
- Care coordination
- Clinical quality/HEDIS® improvements
- Disease management
- Clinical interoperability
- Advanced analytics
- NCQA/URAC accreditation



## Engage the workforce

Pulling from our years of working across the health care ecosystem, we can help you overcome current staffing challenges and retain your top talent. We can help you impact and improve your:

- Talent management
- Staffing models
- Employee experience and satisfaction
- Automation and efficiency

## Case example

# 42%

of new members of a large national health plan registered on the new personalized platform within the first 10 days of launch

## Case examples

# 22%

increase in NPS® for a large national payer

# 50%

decrease in medical costs when site of service used

# 25%

increase in automated authorization decisions

Net Promoter, Net Promoter System, Net Promoter Score, and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

# Enabling rapid results and long-term transformations

Optum Advisory offers customizable solutions for every stage of your journey



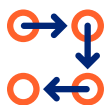
## Research and strategic consulting and insights

- Advisory Board VIP days and leadership summits
- On-demand expert support
- Discovery analytics and insights
- Capability maturity models
- Growth, cost and outcomes strategies
- Social influencers of health Centers of Excellence



## Consulting and actuarial services

- Market entry and expansion
- Health plan operations
- Provider network design
- Risk and quality management
- Payment integrity
- Health care technology, AI and automation
- Actuarial and trend analytics



## Technology implementation and optimization

- Enterprise architecture
- System selection and procurement
- System implementation and digital transformation
- Infrastructure modernization and cloud migration
- Data warehousing and analytics
- StepWise® underwriting suite



## Managed services and staffing solutions

- Intelligent automation
- Utilization management, disease management and care management
- HEDIS®
- Underwriting as a service
- System configuration as a service

# Unparalleled access and assets

## Holistic, exclusive focus on health care

In a health system full of disconnected point solutions, only Optum is uniquely positioned to bring together advanced data and technology capabilities, deep clinical and industry expertise, along with our cross-industry relationships to help you achieve your goals.



### 4 out of 5

health plans are served by our teams



### 9 out of 10

hospitals count on us to design and deploy solutions



### 2,000+

industry professionals with deep expertise earned from years of experience in their fields



### 300+

dedicated health care researchers



### 260M+

lives of clinical and claims data



### 130M+

lives of consumer data



### 160,000

health care executives served



### 8.6B+

annual investment in technology and innovation

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