

Reinventing the Traditional Health Assessment: Optum's Total Health Profile



The next-generation health assessment has arrived.

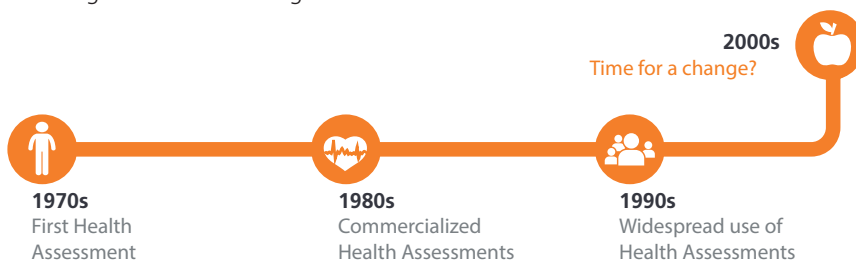
This paper presents the Total Health Profile – a consumer-centric health assessment designed to help employers drive employee health ownership in a post-health care reform era. The total health profile not only educates and engages the consumer through an innovative Health Age score and quality of life insights, but it also provides revolutionary insights about employee health & wellbeing for employers.

The modern age of the health assessment is finally at hand.

The Total Health Profile uses the latest interactive technology and intuitive design techniques to engage the user, while probing deeper for factors that may impact a consumer's total wellbeing. Where once there were only questions about basic conditions and health risks such as high blood pressure and smoking, the Total Health Profile also gathers information about a person's quality of life (QoL), health perceptions, financial wellbeing, social connections, provider relationships and much more. This approach gives a complete picture of individual health while bringing forth new actionable insights for the consumer and employer alike.

The Traditional Health Assessment: Time for a change

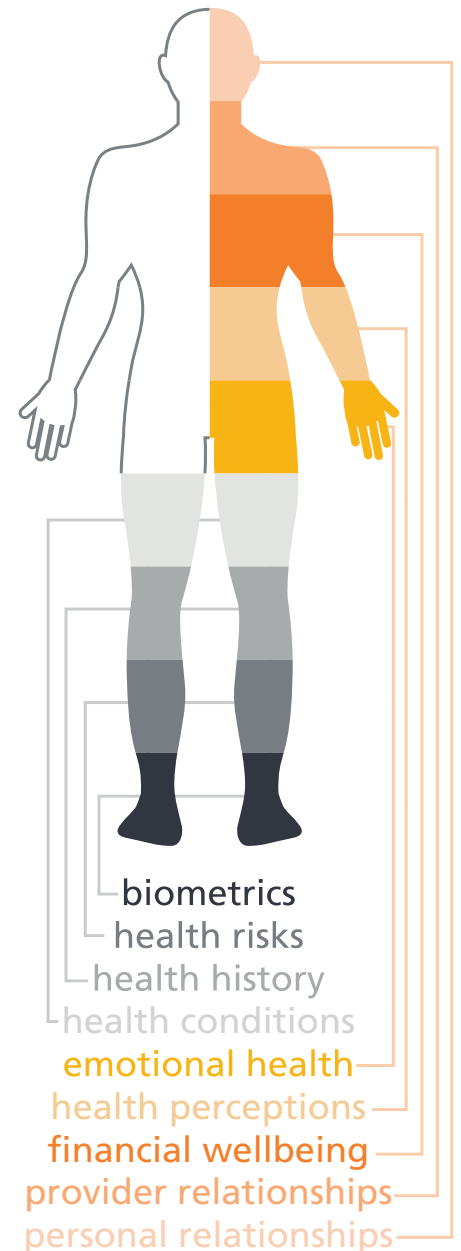
First used in the 70's, commercialized in the '80s and put to widespread use by the '90s, health assessments are still valued by employers, who use them to understand employee population risk factors and design targeted programs to improve employee health. Additionally, insurers and health management providers use them to identify and stratify individuals into intervention paths, often for initiatives such as wellness coaching and disease management.



Many employers, however, feel that assessment tools have not kept pace with technology and the evolving science around health and wellbeing. In the post-health care reform age, employers are searching for tools to help build a culture that encourages health ownership. Unfortunately, many traditional health assessments have fallen short of that objective. Employees who take assessments, on the other hand, may not know what to do with the information provided, become frustrated, or feel that nothing new was learned from an assessment. It is a common sentiment, often expressed among employees after an assessment: "I already know that I smoke, but so what?" Solving the "so what" problem is what makes the Total Health Profile valuable and unique.

Health Assessment Measures

Traditional vs. Optum



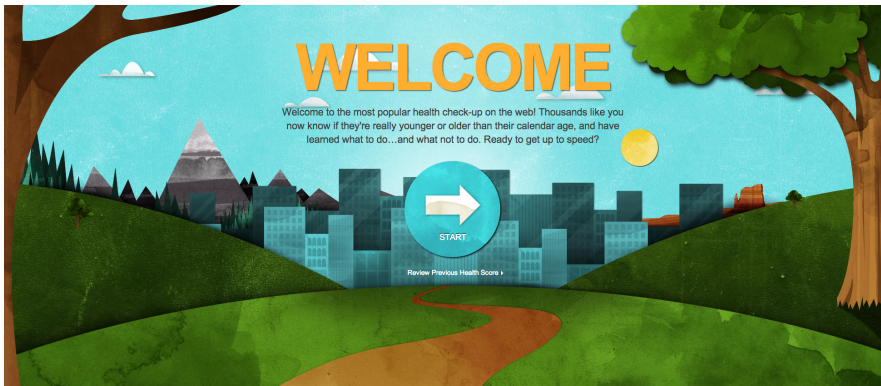
The Total Health Profile: A ground-breaking approach

Over the past few years Optum has evaluated the existing health assessment marketplace. Given the limitations of traditional health assessments, Optum envisioned a new approach with the following design principles in mind:

- 1 Establish a highly interactive, consumer-centric health profile experience that leverages the latest in digital technology.
- 2 Leverage a scientifically-driven set of questions that focuses not only on quantity of life measures such as biometrics, conditions and health risks, but also explores "quality of life" indicators such as finances, mental health, job satisfaction & health care navigation.
- 3 Create a new interactive personal feedback report that allows employees to see the direct relationship between behavior and their "Health Age."

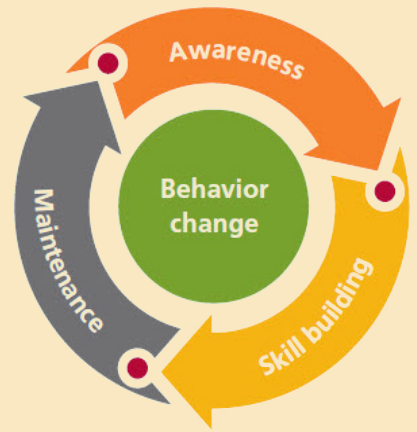
How does it work? The Total Health Profile Experience

Welcomed into the Total Health Profile by an inviting, highly interactive experience, the individual engages in what feels like an online conversation about their personal health and lifestyle.



The consumer is asked a series of questions – basic “warm up” questions at first, then gradually more detailed questions. Tailored feedback is provided in real time, and conversational language is leveraged to put the user at ease and build rapport. It's more than a “check yes or no” experience. Badges appear when a section is complete, screens move to follow the user's progress, and message boxes appear with useful health information along the way.

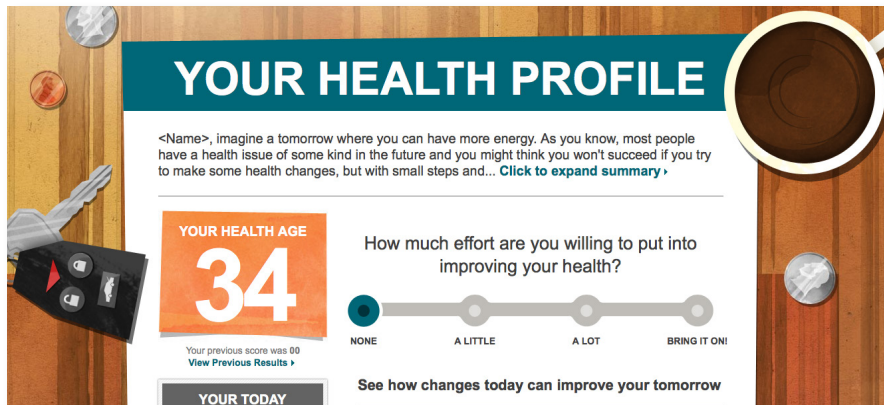
The Total Health Profile plays a critical role in Optum's ASM (awareness, skill building and maintenance) behavior change model.



DID YOU KNOW?

You have a very healthy family!
Keep the trend going by exercising, eating well and checking in with your doctor at least once a year!

By the time the consumer's results – summarized as a "Health Age" – are determined, the user understands how they got there, and what they can do to live a healthier life. It's an important step toward health ownership.



The Profile experience unfolds in two primary stages: The quantity of life stage, a good predictor of long-term costs for the employer, and the quality of life stage, which is a better predictor of short-term costs.

Quantity of Life (also known as health risk)

In a conversational, friendly tone, the user is asked to provide information such as gender, ethnicity and age, in addition to basic body measurements. These factors typically contribute to determining how many years a person may live, but don't always account for quality of life during those years.

Other basic assessment information requested includes:

- Presence of chronic conditions, family/personal health history
- Medications taken and health service utilization
- Biometrics
- Lifestyle questions related to diet, exercise, tobacco, alcohol

Quality of Life

Completely new and unprecedented, this stage of the profile asks about a user's life – outside of the standard clinical domains, including:

- Wellbeing: questions related to relationships, stress, finances, energy levels, job satisfaction, and emotional health
- Health Care Utilization: questions related to an individual's ability to effectively navigate the health care system
- Perceptions: questions that seek to address a person's benefits and barriers to making a change, leveraging the latest behavioral theories

Total Health Profile questions are written in a conversational tone to build rapport with the user.

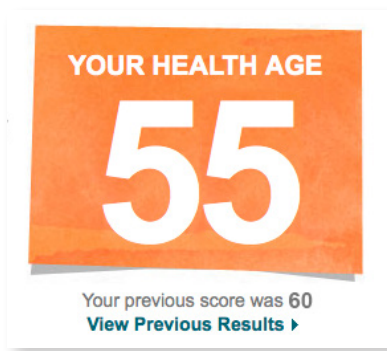
How much do you weigh?
Not your old driver's license weight,
your this-morning weight.

How confident are you that you
could make some healthy changes?

During the past four weeks, have
you felt calm and peaceful?

How confident are you that you can
find the right doctor to help take
care of a health issue or an inquiry
should you need it?

More Than a Score: Your Health Age – bringing health ownership to life



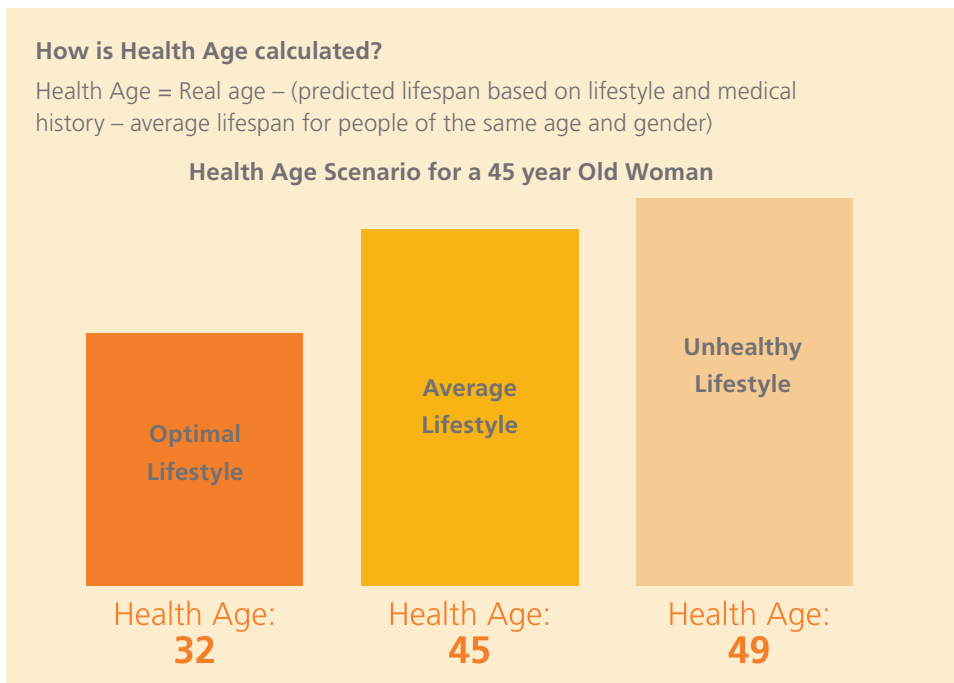
The Health Age is the culmination of Optum's Total Health Profile assessment tool – one that is more engaging and uniquely suited to the post-health care reform era.

It is an idea familiar to anyone who has ever felt older or younger than his or her actual calendar age.

While easy to understand, the health age score is backed by information derived from reputable, referenced sources that have been subject to rigorous expert review.

For employers, an aggregate Health Age is provided once a sufficient number of employees have taken the assessment. This may be used as a global metric to rally organizational leadership behind the need for targeted disease management or wellness initiatives.

Employers see great value in being able to compare the health age of their population with the chronological age. This age difference is an important indicator of population health. Aggregate reporting will also enable employers to compare year over year changes in Health Age, make normative comparisons and gain insight into quality of life indicators across their population.



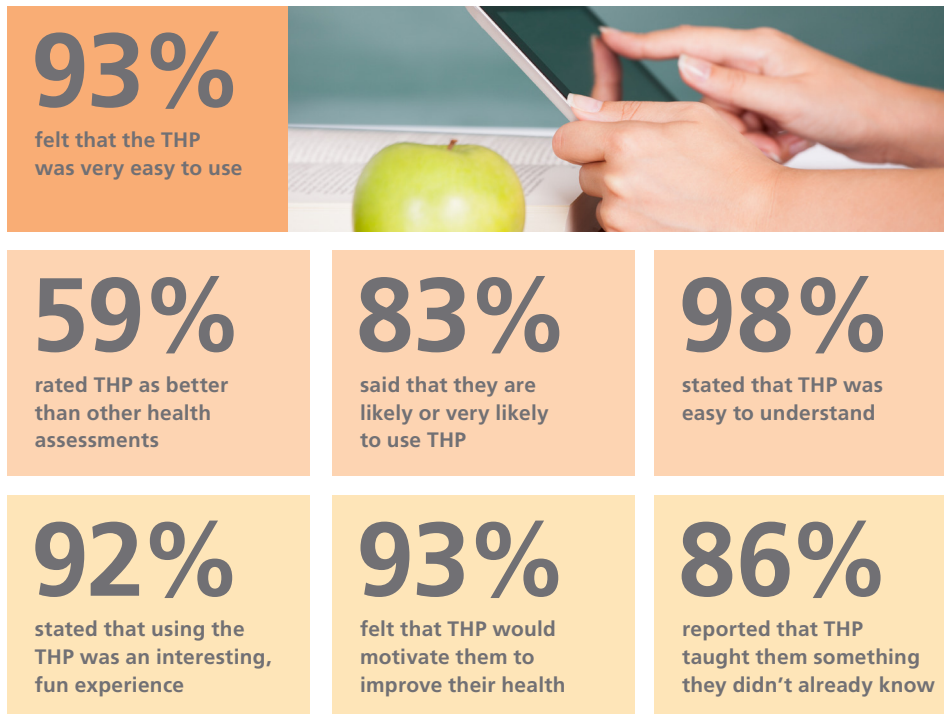
The Health Age is only one critical component of the results report. The results report is designed to help consumers focus on health factors they can change and those they cannot. It is framed around the question, "How can we help you improve your quality of life?" vs. "How can we help you reduce your health risk?"

But more importantly, it prioritizes health opportunities into action consumers can "start now" and action they can take "tomorrow." The report prioritizes and creates an action plan that is most relevant to the consumer. Traditional risk factors are lower priority than immediate quality of life and perception issues such as being concerned about financial matters or depression.

The Way Forward: Healthier, More Engaged Employees

Optum has analyzed and tested every part of the Total Health Profile (THP), from its format and content, to animation and tone.

To date, more than 800 people from a geographically and demographically diverse pool of users have tested the profile, and have provided their feedback.



Conclusion

The Total Health Profile is the embodiment of health ownership. It is engaging, provides guidance and will ultimately drive health improvement and wellbeing. Its quantity- and quality-of-life questions help build health and wellbeing awareness, and its interactive report guides consumers through the health improvement journey.

For employees, it means that healthier days are ahead. And for employers, the outcomes could lead to a culture that values health ownership.

Author:

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Senior Vice President of Population Health, Optum

Seth Serxner brings the breadth of his experience in academia, industry and consulting to his role as senior vice president of population health for Optum. His versatile skill set ensures processes and outcomes that improve health for clients in all markets. Seth's deep knowledge of behavior change, population health and measurement allow him to visualize and deliver on program innovation. He has more than 25 years of experience in health and productivity management and has published more than 30 articles. Seth came to Optum from Mercer's Total Health Management specialty, where he served as partner and senior consultant for nine years. During his tenure there he established himself as a national expert on behavior change, program design and measurement. He spent a decade each in academia and private industry before becoming a consultant. He is a board member, executive committee member and vice president of the C. Everett Koop Health Project. He also sits on the editorial review board of the *American Journal of Health Promotion* and is a reviewer for peer review journals such as the *Journal of Occupational and Environmental Medicine and Health Affairs*.

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