



Provider Education for health plans



It's a challenging combination: providers trying to submit claims accurately the first time within a complex billing system. Provider Education from Optum® helps identify billing practices that can cause providers to struggle. Educating providers about billing essentials allows them to correct billing errors before the claim is submitted. And it does so with greater efficiency than ever before. Along the way, it helps create opportunities for immediate and long-term cost savings.

The Provider Education solution works with providers to accurately bill the first time and avoid high-volume, low-dollar billing errors and continuous billing errors.

The results produced by educating providers using this solution include:

- Improved medical costs savings
- Reduced denials, appeals and medical record requests
- Less provider abrasion
- Compliance with regulatory requirements

Optum Provider Education: How we change provider billing behavior

Identify opportunities

Using sophisticated detection methods, we analyze provider billing behavior. The detection model helps us determine which providers to educate – and what to educate them about.

Determine delivery methods

Using campaign and provider demographics, we decide on the most effective delivery method for education. We drill down into a variety of factors to decide which delivery methods to use. These factors include:

- **Savings opportunities.** Providers with a higher savings opportunity lend themselves to a more effective, higher-touch education method.
- **Segmentation.** We detect behavior factors that help us identify providers who are most likely to respond to specific types of education.



\$3-\$6

PMPY*



10%-20%

behavior change

* Per member per year

- **Multiple concepts.** Providers with multiple coding errors require higher-touch education to deliver optimal results.
- **Campaign specificity.** With more complex billing issues, education must be delivered through methods that allow for questions and answers.
- **Location.** We look for clusters of providers, with locations that are prime for conferences and onsite activities.

It's never one size fits all. The Provider Education solution provides a diverse range of high-touch and low-touch education tactics that we use across a spectrum of services. These include streaming, face to face, letters and phone calls.

Providers who participate will receive customized delivery based on the measured effectiveness of the approach and the complexity of their needs. We stay aware of behavioral change outcomes that drive how and when we escalate and refresh delivery methods.

Behavior analysis

Is it working? That is the most important question to ask. We provide accurate, incremental measures to detect billing trend changes in provider behavior. We compare current billing versus the historical baseline, estimate and track savings, and trigger a re-education or escalation process if needed. You'll know it's working because we'll keep you informed. And you'll know it's working because the savings will reflect it.

Escalation

Behavioral changes often require enforcement. When our analysis doesn't detect incremental changes after education, we can refer providers to other PI programs, the special investigative unit (SIU), or network for appropriate action. It's a proactive, corrective process designed to successfully create accurate billing.

Monitoring and reporting

This end-to-end view reveals the value of the product, with a complete picture of the program's impact. We oversee the performance by monitoring our education campaigns and the providers we've educated. We also review SG&A and KPIs as they relate to denials, appeals and record requests. You'll receive monthly and quarterly executive reports to see a comparison of annual savings forecasts and the actual savings. It's transparency at its best.

Change provider billing behavior to see more savings and greater compliance.

1-800-765-6807

empower@optum.com

optum.com

More than 200 education campaigns – wrapped in three key concepts

- 1 Unbundling:** Lessens the frequency of billing component services alongside services they should not be bundled with
- 2 Upcoding:** Reduces how often higher severity level codes are distributed
- 3 Missing support:** Cuts down on billing codes that don't have the proper support

Why choose Optum?

The Provider Education solution helps providers master the process. That leads to accurate billing and real cost savings.



Repeat billing error education



Contract/policy exception analytics



Telephonic review/coaching



Dedicated call center



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