



Optum integrated eligibility services



Improving the eligibility experience for health and human services through enterprisewide systems integration

Optum integrated eligibility — benefits of one application, one eligibility determination and one program view of each person

Reduce inefficiencies and improve client experiences through systems integration scaled to your needs

Optum® integrated eligibility takes an enterprisewide view of the multiple programs your clients may need and creates a “single front door” for them to enter. Our extensive expertise and experience with HHS data and programs enable us to integrate your systems to provide a seamless eligibility experience for clients and cross-agency visibility to your staff. Scaling to demand enhances cost-effectiveness and efficiency.

System components

Our modular, integrated eligibility platform can provide a standalone, eligibility rules engine or full HHS program administration. Components include:

- **Single-application eligibility determination.** Based on one application, our solution determines client eligibility for all HHS programs, including Medicaid, SNAP, TANF, CHIP and qualified health plans. Clients benefit from streamlined, user-friendly registration — changes in circumstance are made once and reflected across all programs, saving time and reducing the likelihood of error. Automated eligibility determination means less staff time spent sorting through applications and enrollment processes, freeing up staff to work on complex cases.

Our integrated eligibility solution improves program administration and helps reduce administrative burden

- **Centralized case management.** Each authorized case worker, regardless of his or her primary agency, sees the full range of services in which a client is either enrolled or is eligible for participation, offering caseworkers and administrators a consistent, holistic view of each client. This single point of access promotes inter- and intra-agency coordination.
- **Enterprise master data management (MDM).** The master client repository serves as a single source of truth for all programs, cleaning and verifying client data and reconciling identities across multiple systems. We incorporate HHS programs and data sets into an integrated environment that provides an across-the-board perspective of multiprogram service use and costs.
- **Cross-program analytics.** Cross-program metrics provide insights into such issues as eligibility versus enrollment, potential fraud, waste and abuse, and forecast caseloads versus actual participation. Integrating data from all agencies, programs and state-based exchanges into one repository creates a single source of truth and facilitates the gathering and reporting of analytics, leading to improved processes, services, outcomes and client satisfaction, and an understanding of multiprogram service use and costs.

- **Comprehensive systems integration.** Integration services are performed by the same team that created the federal data services hub, which provides real-time connectivity to more than a dozen federal data sources and systems for all health insurance marketplaces. Systems integration includes program and project management, total quality management, design, development and implementation, maintenance and operations, and security and hosting by Optum.

States can apply for enhanced federal funding of this solution through the Medicaid Eligibility Determination and Enrollment provision and the A-87 cost allocation exception for human services programs.

Advantages of Optum integrated eligibility:

- **Client-centric application,** with an initial questionnaire that is dynamic and responsive to an applicant's earlier answers, helping better understand each individual's situation
- **Better outcomes,** by leveraging analytics capabilities using data sources integrated from all HHS programs in which the client participates
- **Streamline eligibility administration,** using the Optum pre-built solution that is services-based, can be configured to your state, and integrates case management functions within the same tool



Our modular platform allows you to:

- Roll out capabilities incrementally, providing time to address organizational change management while gaining immediate processing benefits
- Incrementally incorporate programs to minimize the impact of change



Optum experience with improving health insurance marketplaces

We are the data services hub contractor and special advisor for HealthCare.gov and have been selected by several states to help improve the performance of their health insurance marketplaces. We understand how to build systems to effectively determine eligibility, support programs and serve individuals.

We understand HHS programs and have a history of success

Optum has a record of delivering successful integration services to state and federal HHS agencies, on time and on budget. We have helped HHS offices turn around projects and deliver results in highly complex situations with tight timetables.

- Optum has delivered more than \$3 billion in client-documented financial benefits for HHS programs by integrating data sources into an enterprise environment.
- More than 5 million Medicaid beneficiaries have access to Optum-managed behavioral health services today.
- Optum works with 36 state health and human services agencies, providing technology, analytics, and health services in support of many programs, including Medicaid, WIC, child day care and SNAP.
- Because our company's primary focus is health and human services program integration and data analytics, we have extensive expertise and insight into the data needed to address the program issues of today — and the vision to help address the challenges of tomorrow.



Contact us

To learn how Optum can help you streamline your enrollment process with our integrated eligibility services, contact us at innovate@optum.com or **1-800-765-6092**.



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