**CASE STUDY**

Optum Advocacy solution has played a significant role in driving results for a large employer with over 30,000 eligible employees with two healthcare carriers.

**ANALYZE**

**GOALS**

- Simplify the employees experience across their full spectrum of benefits and to go beyond just health care.
- Support employees holistically with their health and financial needs.
- Increase overall program engagement and referrals

**SOLUTIONS**

- Built an integrated solution for health, financial and other benefit needs.
- Created a team that feels like an extension of this employer to build trust and confidence with employees.

**RESULTS**

Integrating Optum Bank® with advocacy resulted in increase in program referrals and overall engagement

- **# calls (’000)**
  - 2013: 2,462
  - 2014: 4,308
  - 2015: 5,782
  - 2016: 23,965

- 300% increase in program engagement

- **4.75x increase in program engagement**

- **Increased Client savings by 96%**

- **53% more employees earn wellness incentive**

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Increased medical savings by 96% from 2014 to 2016. 4. Analytics on client BOB 2016. The savings increase is not solely driven by the increased engagement defined as a contact with a Health Care Advisor. Savings information based on Optum claims data. This is not a guarantee of savings. Individual plan results will vary.

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