

Tailored support for providers and their patients



Challenge

In a nation that spends more than \$4.1 trillion in annual health care costs, diagnosing disease early is crucial in reducing costs for providers and patients.¹ However, early diagnosis can be challenging. Providers are overwhelmed with appointments and they're not able to spend as much time with patients as they would like.

When health care providers have limited time with their patients, the patient may not fully understand the importance of complying with all aspects of their recommended treatments. This eventually leads to deteriorating health and higher treatment costs. A recent cross-sectional research study showed that over 75% of patients did not adhere to their medication as prescribed.²

Health plan assessments can help support preventive care, leading to positive patient outcomes and early diagnoses of chronic illnesses. But the administrative burden of health plan assessments can weigh heavily on providers and office staff. They often must complete hundreds of patient assessments while also managing staff shortages, higher costs and issues related to pandemic uncertainty.

Partnering with Optum can help alleviate these administration burdens. And insights from clinically validated data and analytics can provide a more accurate and complete picture of patient health.

About Internal Medicine Associates of Auburn

Internal Medicine Associates of Auburn is a private group physician practice located in Auburn, New York. Established in 1975, Internal Medicine Associates has enjoyed a long and distinguished history of health care delivery. The practice today includes four physicians who are board-certified in internal medicine and four nurse practitioners certified in family medicine. The practice serves approximately 12,000 patients from Auburn and the surrounding areas.



Spotlight: Internal Medicine Associates of Auburn

At Internal Medicine Associates of Auburn in upstate New York, participating in the Optum assessment program has benefitted its practice, physicians and ultimately their patients' well-being.



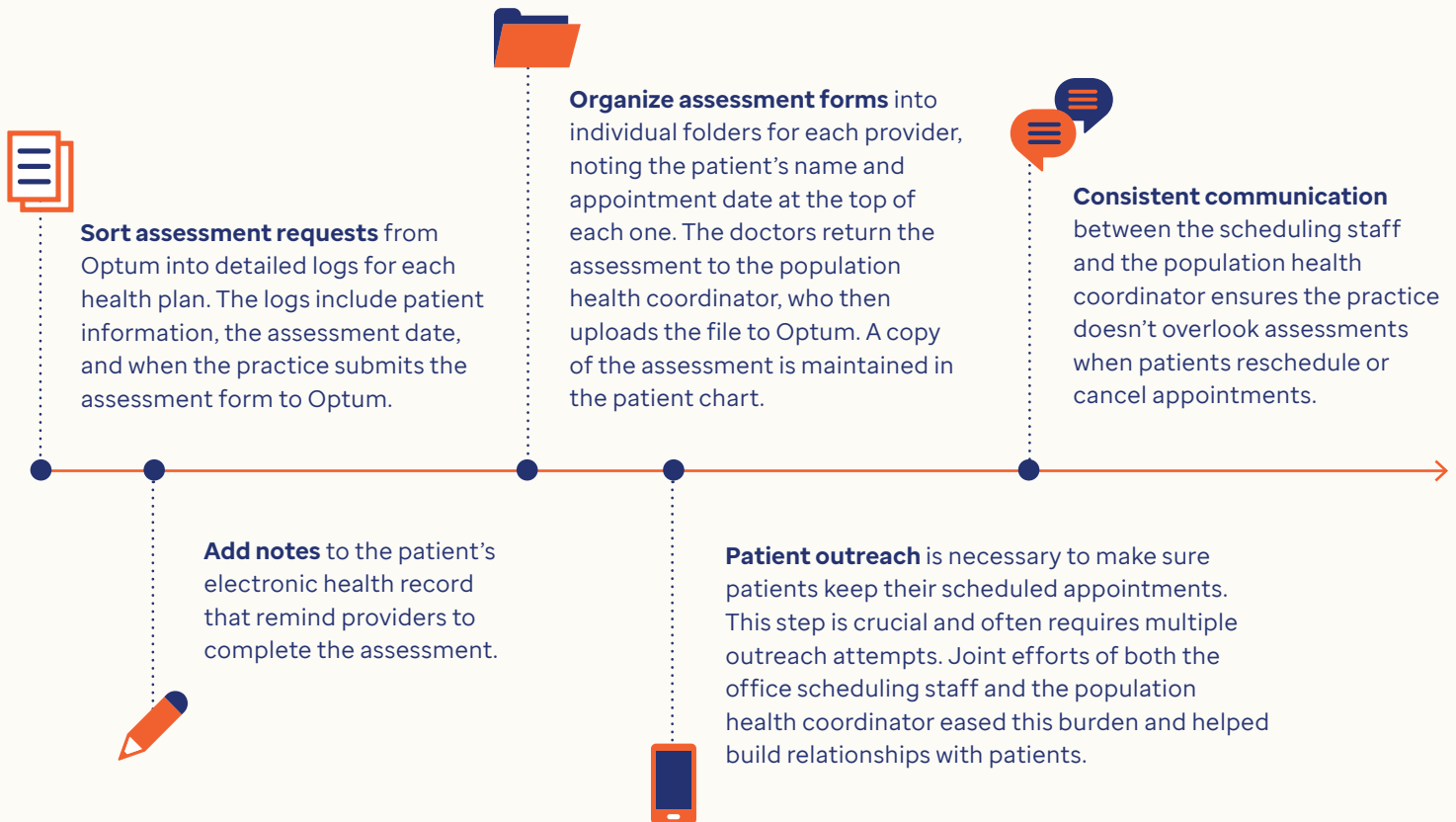
Implementing a successful, customized workflow

In 2013, Internal Medicine Associates of Auburn realized the value of partnering with Optum and began participating in the Optum® In-Office Assessment Program. The practice administrator and managing partner realized that to be successful, the effort would require dedicated support. The practice hired a population health coordinator, who worked closely with an Optum health care advocate.

Optum employs more than 1,500 health care advocates as field agents. They provide resources and training to practices and their staff who are using the program. Optum supports providers with issue resolution and workflow consulting, coding and clinical training, and additional reporting and program support. The Optum field team also assists with patient outreach and follow-ups, resulting in increased medication adherence and preventive health visits. Partnering with Optum helps providers spend more time with patients and less time filling out paperwork.

Over the last eight years, and through a successful relationship with the practice administrator, an effective implementation strategy was developed.

Through additional collaboration with Optum, the population health coordinator managed an efficient and successful workflow for the practice's assessment program.



Patient success story

By collaborating with Optum, Internal Medicine Associates of Auburn completed Optum health assessments for more than 1,200 patients. In 2020, the practice had a **98% return rate for these assessments**. Another important result of the program was the positive effect it's had on patient health outcomes.

The population health coordinator recalled one patient who had been putting off mammograms because of family responsibilities. After losing her husband and coping with her son's cancer diagnosis, the patient didn't think she had time to focus on her own health care. The population health coordinator reached out to her and convinced her to come in for her health assessment. While at the doctor's office, the staff was able to schedule her for a mammogram and other follow-up care.



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“It makes a difference when you have someone at the practice dedicated to the in-office assessments,” “They know the ins and outs of the program and can build better relationships with practice providers and patients.”

– Optum health care advocate

The results of the patient's mammogram showed a malignant tumor in one of her breasts. She underwent treatment in 2020 and now, with regular follow-up care, is feeling great and spending time with her grandchildren. Without that screening, her breast cancer would have been further along by the time it was diagnosed, leading to additional treatment and an uncertain outcome.

Internal Medicine Associates of Auburn was able to develop a best-in-class assessment workflow supported by dedicated practice resources. Through partnership with Optum, they received:

- In-person field agent support
- Insights on patient prioritization driven by clinically validated data and analytics
- Increased reimbursement accuracy

The success of the program reduced administrative burden, and gave providers and staff more time to spend on clinical activities. That helped them to focus on what matters most: patient care.

1. Centers for Disease Control & Prevention (CDC). [Cost-effectiveness of chronic disease interventions](#). Page reviewed May 6, 2022. Accessed July 25, 2022.
2. Al-Noumani H, Al-Harrasi M, Jose J, Al-Naamani Z, Panchatcharam SM. [Medication adherence and patients' characteristics in chronic diseases](#): A national multi-center study. *Clin Nurs Res*. 2022 Mar;31(3):426-434. Accessed July 26, 2022.

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