

Impact Pro[®]

Better understand individual and population health needs



Impact Pro leverages the power of Optum Symmetry[®], an industry-leading foundational analytics suite for assessing cost, risk and quality, to help you identify, profile and stratify your members. With Impact Pro, you can determine which individuals are in need of specialized intervention programs and which intervention programs are likely to have an impact on the quality of individuals' health.

Evaluate health needs and drivers of risk

Impact Pro allows you to quickly access a single, unified profile of an individual's historical care and predicted needs. With this complete view, you can segment and stratify members and populations by a wide range of criteria, including medication regimen complexity, condition, compliance with clinical guidelines, and risk score, allowing you to find patients who need intervention. You can further analyze every level of a population to determine population trends in overall clinical risk, understand differences between populations (e.g., dual eligible, CHIPs, traditional) and discover emerging health needs. This rich insight increases your ability to manage populations proactively, prioritizing timely interventions to enhance the clinical and financial returns on your population health management programs.



Promote information sharing with providers

Share actionable clinical information, including evidence-based medicine gaps in care, disease and condition registries, and longitudinal care histories, directly with providers through optional provider connectivity options.

Identify individuals for engagement programs, early

With its member-centric individual profiles, which include more than 1,500 segmentation and stratification criteria, such as opioid use, Impact Pro helps you determine which individuals are in need of specialized engagement programs, before their health becomes catastrophic, and which engagement programs have the most impact on the quality of individuals' health. You can also identify members with upcoming evidence-based medicine gaps in care for early intervention.

Support quality and gaps in care concepts

With over 700 evidence-based guideline measures and national standard measures sourced from organizations such as NCQA Healthcare Effectiveness Data and Information Set (HEDIS), CMS Star Ratings, Agency for Healthcare Research and Quality (AHRQ), and Pharmacy Quality Alliance (PQA), Impact Pro can help you identify and communicate gaps in care, such as prescription non-compliance and missing labs. You can review an individual's, provider's, provider group's or organization's compliance with evidence-based medicine and clinically accepted guidelines. The insights gained from Impact Pro can help you maximize and streamline quality and regulatory performances programs, as well as implement quality-based pay-for-performance programs.

Manage care intelligently with Optum Care Coordination Platform

When you use Impact Pro along with Optum Care Coordination Platform, a collaborative care management technology platform, you can manage an individual's care proactively across the health care ecosystem, strategically prioritizing interventions and allocating resources for at-risk individuals. Through intuitive, configurable workflow designs and performance dashboards, you can understand information critical to coordinating care, including key patient identifiers, gaps in care, improvements or declines in population health, and complications with chronic and complex populations. This at-a-glance insight lets care managers create personalized, member-centric care plans that they can share with and collaborate on with everyone on a member's care team to help all constituents navigate the health system.



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Member-centered health profile

The advantage of Impact Pro

- **Clinician-driven identification and stratification**, helping you flag individuals early, before their health becomes catastrophic
- **Flexible service options**, available in various configurations depending on your organization's IT infrastructure
- **Easy-to-use strategic dashboards and opportunity reports**, with data displayed to highlight key opportunities to enhance care or reduce unnecessary costs
- **Direct engagement with physicians**, to communicate gaps in care or other actionable clinical information
- **Business rules** to measure quality and recognize and communicate gaps in care
- **A comprehensive view** by integrating clinical data and HRA results to enhance the scope and impact of routine physician profiling and management reports
- **Complete transparency** of measure specifications and code sets for confidence in citing results to physicians and provider groups

To learn more about how Impact Pro can help you target health care services to those individuals who will benefit the most, please contact us at **1-800-765-6807** or **empower@optum.com**.