

## How you can use patient-reported data to make a meaningful impact on health care outcomes and costs



The health care system's steady growth slows for no one. In fact, it's picking up steam. With the population aging and medical advances creating new treatment options, patients stream into doctors' offices, urgent care facilities and hospitals. To meet this tidal wave of demand, stakeholders throughout the health care continuum must take innovative approaches to efficiently identify needs, evaluate treatments and deliver care. Many stakeholders seek cost-effective solutions by putting health care data and analysis to work.

Of course, not all data is created equal, and not all data is of interest to everyone. That's why patient-centered data gathered through Optum<sup>®</sup> health surveys is considered the gold standard.

### Decades in the making

Why is patient-reported outcome (PRO) data from Optum so valuable? First, it's based on the most reliable and rigorously validated patient-reported health surveys in the world. Secondly, it's been collected over 20+ years from millions of people worldwide. Optum PRO data driven technology plus our PRO data assets provide actionable outcome intelligence.

Two features in particular make Optum historical survey data especially useful:

- **General population norms** — Optum PRO survey data has generated norms that can be used to make significant and revealing comparisons between the general population and a targeted population.
- **Benchmarks** — The availability of condition-specific, country-specific and insurance-specific benchmarks gives users the ability to analyze the health of a particular sub-population. For example, we have burden of disease benchmarks for a long list of conditions ranging from skin diseases and pain syndromes to diabetes, kidney disease and cancer.



#### Optum databases include:

- ✓ General population norms
- ✓ **100+** condition-specific benchmarks
- ✓ Country-specific benchmarks
- ✓ Insurance-status benchmarks (Medicaid, Medicare, Private, Uninsured by Region)
- ✓ Pediatric norms, benchmark data
- ✓ Bibliographic database of **30,000+** articles published on Optum surveys

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## So much data — so many uses

So, what does this mean for you? That depends on what's on your to-do list. Let's take a look at some of the most powerful uses of Optum PRO data powered technology plus Optum PRO health survey data and how they might apply to you.

### Measuring changes in health — in real time

Our generic and disease-specific health surveys (such as the SF-12v2® Health Survey and the Headache Impact Test™ (HIT-6™)) can accurately measure a patient's health status improvement or decline. By administering these surveys over time, you can quantify changes in the health of an individual or population. You can help determine who may be at risk and suggest a course of action. This approach is much faster than relying on claims history or emergency room reports, which can take months to become available after a claim is filed.

#### This can change the way you work if you seek to:

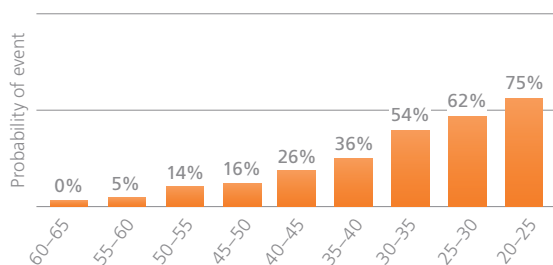
- Understand the burden of illness and benefit of the treatment from the patients' perspective
- Screen patients to target those who need care the most
- Help the health care team and their patients make informed treatment decisions
- Uncover risk in a population that isn't captured in claims or clinical data
- Monitor the health status trends of individual patients or groups

### An early warning system

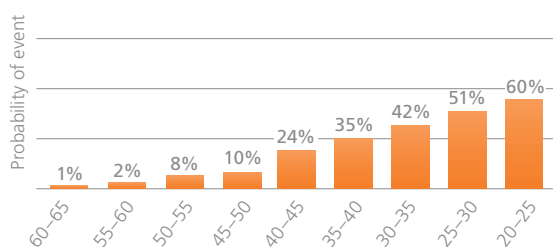
Optum health surveys can provide you with invaluable insights so you can take action when, where and how it's most effective. Below, you can see an example of how mental component summary (MCS) and physical component summary (PCS) results from an Optum SF™ Health Survey can be used in health care forecasting.

#### Based on MCS

Future use of mental health services

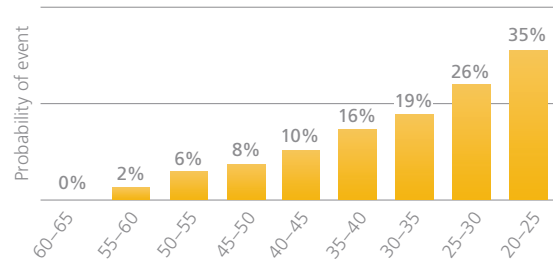


Depression diagnosis

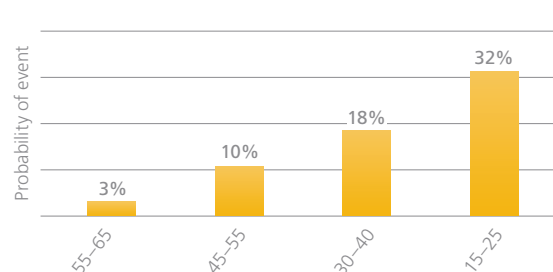


#### Based on PCS

Hospitalization within six months



Job loss due to health



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## Predicting the impact of future health risk

Optum scientists have developed proven predictive algorithms that can be used to interpret health survey scores to forecast health-related events. In this way, for example, our surveys can help you predict:

- Health care utilization
- Expected medical expenditures without claims data
- Mortality
- Work absenteeism/job loss

### Key questions you can answer:

- Who is more likely to use health care services in the future?
- How might a new drug or treatment affect health care spending?
- Is a health and wellness program working?

### This can change the way you work if you are responsible for:

- Resource utilization
- Case management
- Patient/employee health education
- Regulatory decisions

## Assessing treatment effectiveness

By measuring a patient's functional health and well-being both pre- and post-treatment, our health surveys can help assess the medical benefits — and costs — of a particular treatment. Meanwhile, Life Sciences companies can use this information to prove to regulators, payers and providers that a treatment improves health outcomes and may lower the risk of health care expenses.

### Key questions you can answer:

- Is a treatment making a difference/working?
- How do the health outcomes and costs of one treatment compare to another?

### This can change the way you work if you are responsible for:

- Selecting which treatments should be made available to patients
- Proving the value of a treatment
- Assessing the cost-effectiveness of a medical product, procedure or health and wellness program

## Screening for chronic conditions

The sooner you can identify someone with diabetes, asthma, COPD and other chronic conditions, the sooner you can help. Optum health surveys can identify people at risk for a variety of such conditions so you can inform, educate and motivate them. Additionally, these surveys can measure disease control or severity. Once again, the speed of this approach provides a great advantage over waiting to analyze claims data that is sometimes not available until six to 12 months after a claim is made.

### Key questions you can answer:

- Who can benefit most from health care intervention such as medical treatments, new drugs or education?
- Where will our resources do the most good?



## What's your area of interest?

Optum offers a wide range of surveys that can provide you with answers and insights you can use to improve outcomes, control costs and make informed decisions.

### Generic surveys

- SF-36v2<sup>®</sup> Health Survey
- SF-12v2<sup>®</sup> Health Survey
- MOS-Sleep
- MOS-Cognitive Functioning Scale
- Pain Impact Questionnaire<sup>™</sup> (PIQ-6<sup>™</sup>)

### Disease-specific surveys

- Asthma Control Test<sup>™</sup> (ACT<sup>™</sup>)
- Asthma Impact Survey<sup>™</sup> (AIS-6<sup>™</sup>)
- COPD Population Screener<sup>™</sup> (COPD-PS<sup>™</sup>)
- Headache Impact Test<sup>™</sup> (HIT-6<sup>™</sup>)
- Hepatitis Quality of Life<sup>™</sup> (HQLQ<sup>™</sup>)
- Premenstrual Symptoms Impact Survey<sup>™</sup> (PMSIS<sup>™</sup>)
- Rhinitis Impact Survey<sup>™</sup>
- Pediatric Surveys
- Health-related Assessment (HRA)

### Consumer health activation

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**This can change the way you work if you are responsible for:**

- Taking a proactive approach to preventing chronic illness and reducing health care costs
- Educating patients with chronic conditions about health risks and available treatments

**Quantifying the economic and human benefits of treatment**

The scores from our health surveys can be converted into a utility index called the SF-6D. This index considers not only how many years a medical intervention can add to a patient's life, but also the quality of that life. As a result, the SF-6D can be used to:

- Gauge a patient's real preference for a treatment
- Select the best course of action for the patient
- Allocate health care resources most efficiently

The SF-6D is used by companies and professionals throughout the health care industry, including health insurers; providers; and pharma, biotech and medical device companies.

**Key questions you can answer:**

- Are the health benefits of a treatment worth the side effects?
- Does a treatment increase quality of life enough to justify its cost to the patient and the health care system?

**This can change the way you work if you are responsible for:**

- Making difficult decisions about whether a treatment should be offered or not
- Educating patients or providers about the true value of a treatment

**A guiding hand**

Knowledge opens the door to opportunity, and Optum can open the door to that knowledge. If you're ready to put great data to good use, Optum globally recognized experts in health measurement and analytics are available to help. They're prepared to use their extensive experience in clinical medicine, psychometrics, public health, and survey development and analysis to help you do your job better and faster.

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**If you're interested in an application not discussed here, just ask. Chances are, Optum offers a solution.**

Call Marie Perrone at **(401) 642-9232** or email **mperrone@qualitymetric.com**.

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