Today’s network development and management functions are complex and uncoordinated. This lack of coordination in recruiting, credentialing and contracting inhibit a health plan’s ability to evolve networks quickly and impact their provider relationships.

Optum® Provider Network Relationship Management (PNRM) helps health plans evolve their networks faster. We enable providers to start serving members sooner by optimizing recruiting, credentialing and contracting workflows and dashboards through a Salesforce®-enabled platform. Health care-specific data models and workflows allow health plans to efficiently manage complex provider touch points and relationships.

Identify, engage and maintain provider relationships holistically

Our PNRM solution allows you to add providers to your network and keep them engaged. We help you achieve results through recruiting, credentialing, contracting and promoting advocacy and outreach.

**Recruiting**
- Quickly import your targeted providers from Excel or other tools
- Manage your network expansion process using intuitive recruiting workflows and reports

*Apttus quote-to-cash (QTC) impact study conducted June, 2017 by an independent third-party, Satmetrix on 200+ randomly selected Apttus customer contacts. Performance metrics are intended as a guideline based on historical results from a sample set of customers. Results are dependent on many different customer-specific factors. Actual results will vary. Response size per question varies.*
Credentialing

- Utilize the Enrollment API to intake electronic applications to join your network
- Manage all of your enrollment criteria — including primary source verification (PSV) — in one place

Contracting

- Manage your contract negotiation process
- Receive notifications for contract events and renewals

Contract lifecycle

- Store your contract templates and language/clause library
- Apply redlining, version control and e-signature capabilities

Advocacy and outreach

- Integrate quality programs targeting

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**Key modules:**

- Recruiting
  - Network expansion
  - Pipeline management
  - Campaign management
  - Reporting/metrics
- Credentialing
  - Workflow dashboard
  - Document management
  - PSV/CVO interface
  - CAGH interface
  - Reporting
- Contracting
  - Networks, products and master management
  - Contract negotiation
  - Integration with downstream systems — fee schedules
- Advocacy and outreach
  - Data verification outreach
  - Quality programs targeting
  - Reporting/metrics

**Core, reusable services to support each personal:**

- Salesforce
  - Interaction history
  - Communication/notification
  - Task management
  - Document management
  - Third-party data integration

**Contract lifecycle enhancement:**

- Contract lifecycle module
  - Contract template management
  - Language/clause library
  - Version control
  - Approval workflow
Align complex provider data hierarchies and relationships
PNRM helps you maintain provider engagement and build on those relationships while aligning complex data hierarchies. The following three-step approach will ensure an effective provider ecosystem.

1. Optimize processes and improve efficiency
   - Improve productivity through optimized recruiting, credentialing and contracting workflows
   - Align teams and processes through common features (for example, interaction history, notifications and task management)
   - Create more team workload visibility
   - Build enterprise knowledge through the accumulation of cross-functional team interactions

2. Enable providers to serve members sooner
   - Reduce onboarding time through optimized recruiting, credentialing and contracting workflows
   - Better engage providers with proactive status updates and automated requests
   - Understand and support providers based on their numerous complex relationships and unique organizational structures

3. Evolve your network faster
   - Streamline recruiting, credentialing, enrollment and contracting touch points on one platform
   - Manage your network expansion using intuitive recruiting workflows and reports
   - Address identified network gaps across varying provider types and their unique network development needs
   - Update enrollment criteria based on changing market demands, including Primary Source Verification
   - Efficiently adapt contracts to reflect the ever-changing health system landscape
Achieve long-term benefits with PNRM

Leveraging PNRM’s features enables health plans and health systems to achieve long-term benefits:

- Leverage pre-packaged workflows or configure administrative workflows and report to unique needs
- Update enrollment criteria based on changing market demands, including Primary Source Verification
- Deploy end-to-end contract lifecycle management with our market-leading contracting module
- More quickly adapt contracts to reflect the ever-changing health system landscape
- Share comments between users and align disparate processes to build enterprise-wide knowledge
- Support providers based on their complex relationships and unique organizational structures
- Engage providers with proactive status updates and automated requests
- Track all provider interactions for compliance reporting
- Access APIs for easy integration

Why Optum

You can feel secure working with Optum. With more than 20 years of experience in provider data and network management solutions, we have the proven technical capabilities, solutions and expertise to understand your organization’s needs. Our PNRM platform helps you track provider interactions, build transparency and better understand your provider relationships to more confidently manage your network.

Contact us to learn more about Provider Network Relationship Management.

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