

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Optum excels in many of the criteria in the population health management space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Leading the Way in the Population Health Management Market

Optum, being part of the UnitedHealth Group, is a health services company with deep experience in population health analytics. Aiming to ensure healthier lives and efficient care, Optum powers modern

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**- Koustav Chatterjee, Principal - Healthcare and Life Sciences**

healthcare by connecting and serving the whole healthcare system, which includes over 150 clients who use its flagship Symmetry analytic engines. Frost & Sullivan monitors the way that the company nicely combines its innovative mindset, cutting-edge technology, the world’s largest health care database, and extensive experience. It serves 20 of the top 25 commercial health plans, 24 of 38 Blue Cross Blue Shields plans, and 2 out of 5 large health systems, representing over 160 million individual lives with its population health management solutions. Frost &

Sullivan analysts appreciate the way that Optum properly addresses numerous challenges across various healthcare applications while providing a robust spectrum of innovative solutions covering data and analytics healthcare delivery and operations, pharmacy care services, advisory services, and population health management (PHM) solutions.

Specifically, Optum continues its solid market-leading performance across the United States (US) in the PHM space. Its range of analytics, revenue cycle management, patient engagement, and care coordination solutions cater to 50% of the US patient population, 200,000 providers, and nine out of the top ten payers in the country.<sup>1</sup> The company provides a unique model serving both providers and payers with comprehensive PHM solutions combining scalable and high-quality clinical data acquisition, flexible integrations, social determinants of health (SDOH), care management workflow integration, COVID-19 support, cloud technology, and consumer engagement. Optum has healthcare's leading consumer and clinical targeting database.

Optum Analytics helps customers link analytic insight to action. Specifically, it targets at-risk members for care coordination, evaluates the quality of care and interventions, quantifies program costs and savings, and determines the effectiveness of care coordination programs. Easy accessibility to a large volume of patient data supports Optum's goal of deploying next-generation artificial intelligence and machine learning capabilities into its PHM workflow. This solution identifies care gaps early and triggers evidence-based actions (clinical, financial, or operational) at scale and the enterprise level. Each member of Optum's expanded PHM IT network is offered personalized insight, clinical-grade tools, and round-the-clock care via a fully interoperable platform as a service capability - so that the overarching objective of improved community health is achieved, quantified, and reported.<sup>2</sup>

Optum's SDOH services cover a unique combination of consumer data, proprietary models, and advisory services for health plans, health systems, and care delivery organizations. This service leverages non-clinical (SDOH, consumer) data across their entire patient population to reduce the total cost of care, improve clinical quality, and enhance the patient experience. Optum's goal is to develop a whole patient's view to deliver care and services to all, including those with the highest needs and who will be impacted the most. Optum precisely targets patients for effective interventions and enables analysis of various patients and conditions.

Another building block of Optum's remarkable performance is the Optum Care Coordination Platform, a solution empowering patients and care teams and driving care management program scalability and performance to improve efficiency, costs, and outcomes. Optum's solution helps organizations manage patient care proactively and intelligently across the healthcare ecosystem, creating sustainable care networks to enable true patient-centric care. The platform allows for efficient care coordination in an ambulatory environment, effective care plans, patient engagement and communication tools, and integration with existing electronic medical records. Optum Care Coordination Platform creates smart workflows, auto-triggering tasks, and generates precision interventions and patient-tailored care plans to help care managers navigate the intelligent workflow. Furthermore, the platform helps clients meet the needs of integrated care, screen patients for social needs, and track and address barriers in care plan while giving a complete, integrated health record of each patient.<sup>3</sup>

Optum also ensures patient engagement through omnichannel communication that allows care managers to follow up with patients on their terms. Specifically, it provides appointment reminders, patient

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<sup>1</sup> *Frost Radar: US Population Health Management Market*, (Frost & Sullivan, March 2021)

<sup>2</sup> *Ibid.*

<sup>3</sup> <https://www.optum.com/business/solutions/provider/data-analytics/coordination-platform.html?v=Optum.com/Care>, accessed May 2021

reporting, analytics, and chat with care coordinators. Frost & Sullivan points out that Optum's technology brings positive economic impact as it reduces no-shows, improves quality, and reduces operating costs.

### ***Delivering Massive Value for the Healthcare Space***

While continuing its solid performance, Optum focuses on continuous development to maintain its leadership position in the PHM market. The company relies on its quality standards and has built best-in-class solutions along with technological advances.

*"Optum has also deployed dedicated care coaches who work closely with these patients and support their goals to reverse chronic conditions, prevent readmission, and recover post-surgery. In the future, Optum will incorporate SDOH into its legacy PHM workflow to improve the accuracy of its care management program."*

***- Pavel Zhebrouski, Best Practices  
Research Analyst***

The company further drives its innovation focus and targets its growth strategy to the "Center of Excellence" approach for chronic and rare diseases. Optum targets large population cohorts susceptible to different disease profiles and renders a combination of clinical risk stratification, data analytics, care management, and quality reporting solutions for precise PHM on behalf of payers and providers. Optum has also deployed dedicated care coaches who work closely with these patients and support their goals to reverse chronic conditions, prevent readmission or

recover post-surgery. In the future, Optum will incorporate SDOH into its legacy PHM workflow to improve the accuracy of its care management program. Frost & Sullivan believes that this approach will allow Optum to be a front-runner for all social-centric PHM projects. Notably, Optum recently received the highest score on growth and innovation among over 50 competitors across the US market in Frost & Sullivan's latest Frost RADAR report for the US PHM market.<sup>4</sup>

Optum pays top priority to ensure that its customers can deliver care quickly and securely. This approach is especially critical during the dramatic period of the COVID-19 pandemic. As such, the company provides solutions supporting the rapid response to pandemic challenges. Optum ensures the identification of at-risk and infected cohorts while recognizing members with coded evidence of symptoms of COVID-19 in the last two weeks of data and patients with coded evidence of coronavirus in the last three months of data. It also analyzes testing, telemedicine, and inpatient utilization and predicts the risk of COVID-related hospitalizations - while also identifying patients at the greatest risk of severe COVID-19 related outcomes.

Optum maintains industry-leading standards in its solutions and provides excellent customer service. Building a solid and cooperative relationship with customers is a vital part of its strategy. The company's commitment to innovation satisfies customers' demands and anticipates future expectations. Furthermore, Optum remains informed and close to customers' experienced needs, collecting their feedback, sharing best practices, and driving industry-wide innovations for broader client success. Optum focuses on consumers' experience and their input while providing continuous support within various channels. Frost & Sullivan appreciates how Optum's customer-oriented approach adds real value to the healthcare space.

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<sup>4</sup> Frost Radar: US Population Health Management Market, (Frost & Sullivan, March 2021)

Optum nicely differentiates itself from competing solutions through the massive value proposition behind its solutions. Notably, Optum brings together an enterprise-grade technology platform where a transparent, flexible data model meets complex requirements, with multiple delivery models to integrate with client systems. The complete, trusted patient record further differentiates Optum. It leverages over 10 years of experience integrating and enhancing disparate data feeds for more than 100 million patients while providing clients with the most complete, highest quality data. The company offers “gold standard” analytic methods while enriching data with health care intelligence, including the Symmetry Suite: analytical methods used by more than 80 payers and 20 of the top 25 health plans. Finally, modern care management tools facilitate care coordination and patient engagement. Optum strengthens its technologies and solutions with comprehensive client services from a dedicated team of specialized experts in Optum Advisory Services.

Frost & Sullivan analysts conclude that a company responsive to both the industry and customer challenges is well-positioned to achieve market leadership. With exceptional solutions, quality, and a strong commitment to innovation, Frost & Sullivan’s own analysis concludes that Optum exceeds these challenges while creating best-in-class customer value and sustaining leadership in the PHM market.

## Conclusion

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Today, there are growing demands for efficient population health management (PHM) solutions utilized by healthcare providers to facilitate care delivery across a population and increase the quality and cost-effectiveness of care. Aiming to ensure healthier lives and efficient care, Optum combines its innovative mindset, cutting-edge technology, the world’s largest health care database, and extensive experience to empower the healthcare space by connecting and serving the whole health system across the globe. Optum addresses numerous challenges across various healthcare applications while providing a robust spectrum of innovative solutions covering performance analytics, care coordination platform, and consumer engagement.

Optum distinctly differentiates itself in the market with an enterprise-grade technology platform, complete, trusted patient record, powerful analytic methods driving actionable insights, modern care management tools, and comprehensive client services. With its commitment to innovation and strong overall performance, Optum earns the 2021 Frost & Sullivan Company of the Year Award.

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first to market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

