Optum

Portfolio Optimization

Enhance your renewal pricing and harness the power of your in-force block. Achieve optimal outcomes quickly and efficiently.

Make the most of it

Optum® Portfolio Optimization (PO) combines pricing strategy, behavioral economics and artificial intelligence to identify renewal pricing scenarios that minimize the trade-offs between global margin and retained enrollment.

The Portfolio Optimization difference

- Our specialized software and dedicated experts enable you to develop highly efficient pricing scenarios. The result is greater profitability and membership retention.
- Proprietary price elasticity technology is customized to your specific business.
- Increase efficiencies within the renewal pricing process, saving time and resources.
- Improve collaboration between underwriting and sales teams.
- Improve adherence to planned rating strategies.



Our clients are seeing a blend of:



Margin improvement

Margin increases up to 1% of revenue without loss of enrollment



Retained enrollment

Retained enrollment increases up to 5% without loss of margin

Contact our team of specialists today

advanced_solutions@optum.com

Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer. © 2023 Optum, Inc. All rights reserved. WF9107465 01/23