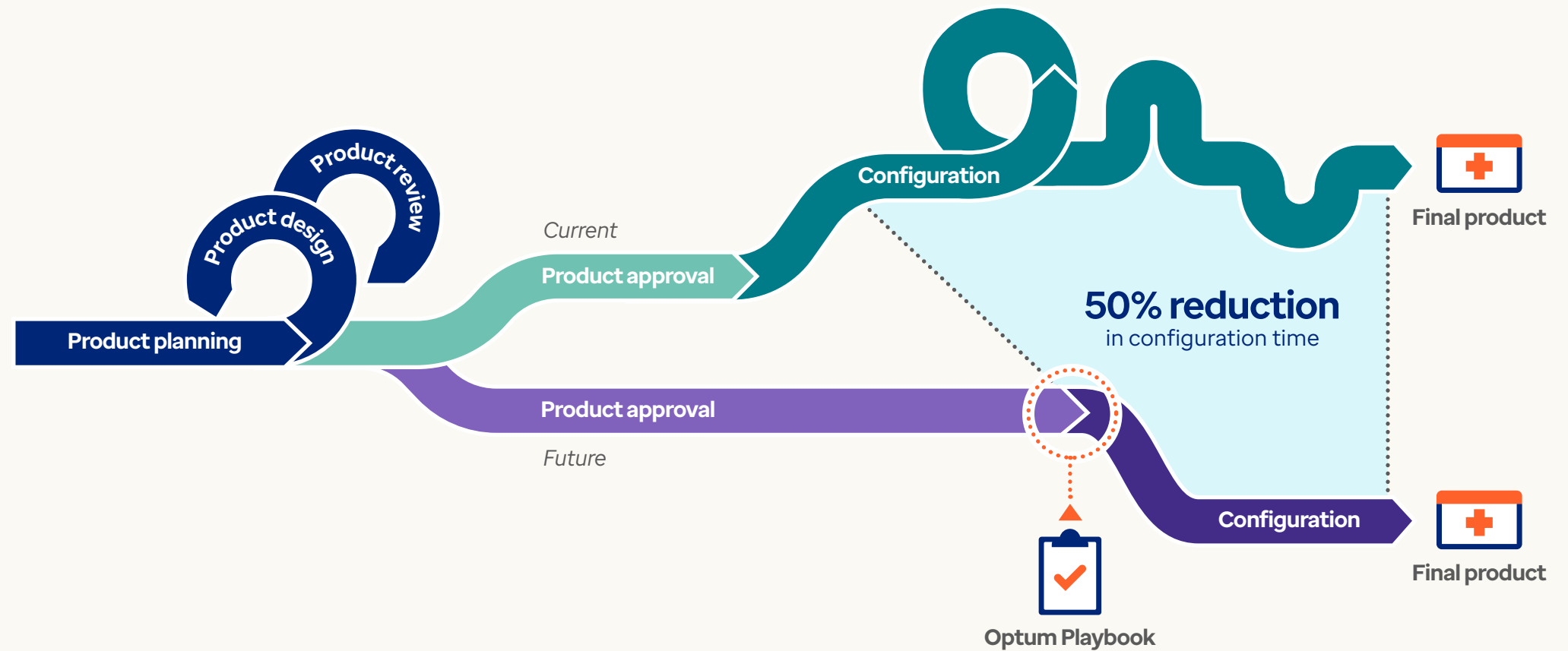# Optum

Health Plan Product Enablement and Growth Services

Configuration can be costly and time-consuming for health plans. Incomplete product requirements paired with manual data entry can be challenging for benefit configuration teams — and often leads to re-work and a small window for product development and testing.

Optum provides configuration expertise and a deep understanding of the health plan business. We translate new product requirements into an optimized configuration solution, enabling faster and more accurate product development and reduced costs.

Product design · Product review

Product planning

Current

Product approval

Configuration

Final product

50% reduction in configuration time

Future

Product approval

Optum Playbook

Configuration

Final product

Optimizing your benefit configuration

Health Plan Product Enablement and Growth Services combines our deep expertise in the health plan business and configuration process with a new product development playbook solution to bring efficiency, accuracy and transparency to new plans or product builds within core platform systems.

Key benefits:

- Increase speed to market for rolling out new products, entering new markets or expanding into new geographic locations

- Hardwire a consistent and accurate approach to product development and benefit configuration. Simplify the configuration process through standardized and reusable templates.

- Reduce downstream defects that hinder payment accuracy and member experience

- Reduce technical debt, by redeploying staff to higher value activities

Save time

50%–75%

potential product build time reduction with Health Plan Product Enablement and Growth Services

Go faster

3–6 months

average acceleration time to get products into market

Develop better

Errors avoided

Creating better products that deliver on member needs