

Optum® Connect24SM – directing consumers to the right care at the right time

Leverage Optum Connect24 to provide integration between all your health and wellness initiatives. Optum is the market leader in decision support and population health management services, empowering more than 23 million individuals using evidence-based medicine to provide educational resources, emotional support and personalized guidance about their health treatment options and appropriate use of the health care system. We have a long history of providing innovative solutions to health care delivery, and we have never embraced a “one size fits all” concept for delivering effective health care.

Maximizing your health management resources

To maximize the full potential of Connect24, it is important that we understand your organization’s health care challenges and goals. Our consultative sales and account services representatives will spend time with you to learn what existing population health management programs are in place, how they are working, and what you would like to see enhanced. We will then be able to tailor a Connect24 program especially for you.

You select your health care partners carefully, and we have designed our services with an “open architecture”, allowing us to integrate with your current and future programs. Optum Connect24 shares data and contact information with your health management partners and ensures that your employees are aware of the programs and benefits available to them.

A key component of Optum Connect24 is a customized, strategic communication plan that is designed to drive utilization by providing program information through a single toll-free number connecting all your health management initiatives. This simple integrated approach helps increase utilization and develops awareness for your employees.

Once your service is active, specially trained registered nurses, using proprietary knowledge management applications, direct callers to appropriate health management programs at the right time and coach callers on the importance of their participation. We can connect your population health management initiatives including treatment decision support, health risk assessments, lifestyle intervention programs, disease management, case management, and other services to your population through Optum Connect24.

125 million Americans have at least one chronic illness. 60% of health care spending goes for 45% of the population.

Source: Partnership for Solutions, led by Johns Hopkins Univ. and the Robert Wood Johnson foundation
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Voluntary enrollment programs frequently reach less than 30% of eligible participants and often fail to attract less healthy individuals.

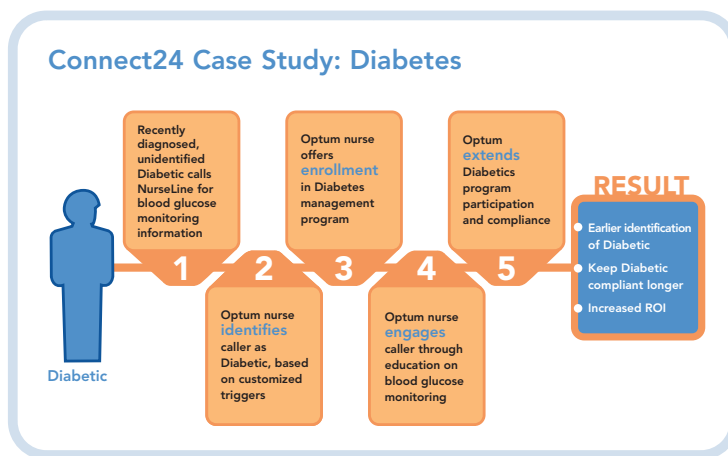
Source: Maximizing Participation – The Problems with Patient Enrollment, American Healthways
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Gaps in the health care system will result in 57,000 avoidable deaths each year and nearly 41 million sick days that cost business more than \$11 billion in lost productivity.

Source: NCOA's State of Healthcare Quality report
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Optum Connect24 makes the most of the “teachable moment”

When a caller contacts us they are ready to accept help and direction. Optum’s thoughtful, patient-focused service delivery method combines clinical rigor with registered nurses who take the time to listen, teach and provide information. Using this approach we consistently deliver the right care at the right time. The proprietary Optum system enables timely information exchange by prompting the nurse to share facts about resources pertinent to the caller’s current medical concern. The caller’s chronic illness, noted in their past medical history, drives specific information about your health management programs that are available to address these issues.



Optum Connect24 – a seamless point of integration for your population – improving the effectiveness of your entire health management strategy

- Identify** • The chronically ill are twice as likely to call Optum Connect24 as callers without a chronic illness. Using customized call scripts, Optum nurses can identify these callers and direct them to your organization’s appropriate health management programs.
- Enroll** • By providing contact information and timely referrals, Optum can increase the enrollment rate in health management programs. Increased enrollment means callers take advantage of their eligible benefits – resulting in higher quality, more cost-effective care.
- Engage** • Teachable moments occur every time an individual calls Optum. Most calls are not about a specific chronic condition, they are calling about other immediate health issues. This gives us an opportunity to reinforce the importance of your health management programs and encourage enrollment and compliance.
- Extend** • Optum Connect24 encourages enrolled program participants to remain compliant and motivated over time, increasing compliance and your program’s effectiveness with measurable ROI impact.

Optum Client Services and Marketing teams work with you to develop a strategic communication plan that will promote Connect24 and all of your health management programs effectively.

Web-based reporting lets you know the precise value Optum’s services are bringing to your organization:

- Utilization Rates
- Satisfaction Rates
- Outcome Data

We customize and design integrated communications programs to further increase utilization of services through:

- Postcards
- Newsletters
- Email Messaging
- Health Fairs
- Additional work site or home-based vehicles

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For more information, contact your Uniprise strategic account executive, sales vice president or visit us at:

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