

Innovations from UnitedHealth Group

4Q 2009

Our innovation theme this quarter points to navigation. One of the ways we try to improve the quality and effectiveness of health care for all Americans lies in making the health care system easier to navigate. Navigation can be literal, like finding the right doctor in a strange city, or it can be metaphorical, where we help a doctor find the right course of action in treating a cancer patient. In either case, UnitedHealthcare is proving again that we are the innovation leader in the health and well-being industry.

DocGPS: finding the way *your way*

UnitedHealthcare has been busy driving ever greater levels of convenience and simplicity to health care consumers. So we're proud to introduce our latest innovation: the exciting new DocGPS tool for Apple Inc.'s popular iPhone.

► Better information for better health consumers

The DocGPS tool combines a search function and GPS mapping that lets users search our network database to find a participating doctor or hospital and also get directions – right from their cellular device. By literally putting our network in the palm of their hand, we're making it easier for consumers to integrate our outstanding programs and services into their busy lives, even when they're on the go.

► Searching, finding and connecting made easy

DocGPS is ideal for travelers who may not be familiar with the participating health care providers available in the area. The application can display detailed travel directions to the office location on a map. It will even place a call to that location with a single tap on the search result.

But whether someone is on the road or just sitting at their kitchen table, DocGPS makes finding the right care a snap. Simple touch screen controls let the user search across 23 types of health care facilities and 58 types of physician specialties.

The DocGPS tool comes courtesy of UnitedHealth Group's OptumHealth division. The application is available for download free of charge from the App Store on iPhone or at www.itunes.com/appstore/.

Do good. Live well.

We have an intuitive sense that when we help others, we also help ourselves. Now researchers have found clear evidence* that people who volunteer to share their time experience real improvements in their mental and physical health.

Ovations, an operating company of UnitedHealth Group, is collaborating with the Entertainment Industry Foundation's iParticipate movement, a campaign designed to inspire a new era of service in America. Working with other iParticipate sponsors, including AARP, Major League Baseball and Medco, we will promote the theme, "Do Good. Live Well."

► Finding ways to help

A new Web site, www.DoGoodLiveWell.org, will be crucial to helping people get involved in volunteer activities where they live. Minimizing the effort required for potential volunteers is the key to maximum participation. That's why the site will leverage VolunteerMatch, an innovative approach that we use to help our own employees participate in volunteer efforts. It features an easy-to-use Web tool to match potential volunteers with the specific needs they can help meet the best.

Look for a public service announcement explaining Do Good. Live Well, featuring Gwyneth Paltrow and Blythe Danner. It's a great opportunity to demonstrate the powerful connection between volunteerism and improved health – and to make a positive impact in the communities where we live and work.

*"Volunteer for Health Benefits and Help Society Too" About.com Guide March 16, 2009



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Oncology care analysis

Cancer isn't one disease – it actually includes hundreds of different cancer types and stages and each has a different treatment approach. Physician claims don't capture enough detail to profile cancer care accurately. It took a new approach – combining clinical information with claims – to create a database that would identify care that isn't meeting medically accepted guidelines.

▶ Leveraging our expertise

To solve this problem, UnitedHealthcare has launched a new initiative that helps oncologists deliver improved quality outcomes for their cancer patients. For the first time, physicians can get detailed practice data that combine both clinical data and claims data into one analysis.

Our Ingenix analytics group collaborated with the National Comprehensive Cancer Network (NCCN), a group of 23 of the nation's leading cancer centers. We've developed new software that lets oncologists compare their own patient care patterns with NCCN practice guidelines for breast, colon and lung cancer.

Why does this matter? Even though other specialties have seen data like this for over a decade, it's never been done for cancer because of the data problems unique to cancer.

▶ Better information means better care

Generally, the news is good. For example, based on this analysis, we know that 99 percent of women with breast cancer are getting the proper lab testing on their tumors. But there are gaps that need to be corrected – one out of three breast cancer patients are not taking the chemotherapy medications their doctors prescribe. For lung cancer, one out of four patients were incorrectly treated with the wrong drug. We didn't know about those issues until these data were published.

Thanks to this innovative use of information, we can expect better health results. Working together, UnitedHealthcare and its oncologists can now work to close those gaps in care.

A friendly face for Medicare shoppers

Shopping for Medicare products can be confusing. There are vast numbers of plans to choose from, even within the circle of UnitedHealth Group companies dedicated to the senior market (Ovations). That's where "Gwen" comes in.

▶ Let Gwen show you around

Gwen isn't a real person – she's an avatar, that is, a computer-generated image designed to interact with people online in an inviting, intuitive way. Gwen lives on our new Medicare product selection Web site (<https://www.uhcmedicareolutions.com/> and <https://aarpmedicareplans.com/>), which will help seniors navigate the post-65 world with confidence. She's the next generation of the Medicare shopping experience – and she's only from Ovations.

▶ A welcoming presence

Gwen's job is to help educate prospective members on how Medicare works and on what types of products are available. But Gwen's most important job is to simplify the product selection process by matching members to the best plan that suits their needs. She'll do this by "asking" a series of questions designed to clarify the user's location, health condition, family status and financial state. Then Gwen will guide them through our entire product portfolio, which includes products and programs across a variety of corporate entities, including programs aimed at traditional retirees, those with chronic illnesses and those requiring government assistance.

▶ Gwen means better decisions

Gwen joined us on October 1, 2009. This innovative product selection Web site reduces the chances that our members choose the wrong plan – and ensures an easier process and better plan fit for greater member satisfaction and reduced turnover.



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