

Innovation: Unlocking the future of health care

Fall 2010

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

Healthy eating with Sesame Street®: UnitedHealthcare Community & State is working with the Sesame Workshop to promote healthy eating habits for families who struggle with food insecurity, which affects one out of every five children. A new initiative called *Food for Thought: Eating Well on a Budget* is a bilingual, multimedia outreach program designed to help support families who are coping with uncertain or limited access to affordable, nutritious food.

OptimizeMe: OptimizeMe lets people use their mobile device to challenge other users to health and fitness goals on their Smartphone, track their own progress and post the results to the Facebook® social networking site. Launched with the Windows Phone 7 national roll out. By 2011 it extends to iPhone and Android systems. Additional business-to-business applications available in 2011.

Small Business wellness pilot: All standard Small Business products in Wisconsin will offer biometric screenings to enrollees. Members get personal counseling to help them understand their key health indicators and choose the right telephone wellness coaching program. Also features financial incentives for regular gym use. Currently in pilot phase.

Helping Medicare shoppers: UnitedHealthcare Medicare & Retirement has developed an avatar designed to interact with people online in an inviting, intuitive way. “Gwen” lives on www.uhcmedicareolutions.com and www.aarpmedicareplans.com and will help seniors navigate the post-65 world with confidence. Her most important job is to simplify the product selection process by matching members to the best plan that suits their needs. She’s the next generation of the Medicare shopping experience – and she’s only from UnitedHealthcare Medicare & Retirement.

Do Good. Live Well: Focuses on the powerful connection between volunteerism and improved health. UnitedHealthcare Medicare & Retirement is collaborating with the Entertainment Industry Foundation, AARP®, Major League Baseball and Medco®, in a campaign designed to inspire a new era of service in America. We launched a new website, www.DoGoodLiveWell.org, designed to help people get involved in volunteer activities where they live.

UnitedHealth Personal Rewards: Encourages participants to make better health decisions through financial incentives. Members can earn points for adopting and maintaining better health behaviors based on their personalized health scorecard, then cash in their points for financial rewards. Available to self-funded employers with more than 3,000 employees.

Health Care LaneSM: An interactive website where virtual “residents” explain fundamental health insurance topics in a friendly, engaging way. Larger employers can request customized content to help their employees make more informed decisions when they change carriers and at open enrollment. Access at www.healthcarelane.com for all current topics.

Building a better health system

e-Prescribing: Americans experience more than 1.5 million adverse drug reactions every year caused by handwritten prescriptions, which are prone to misinterpretation and error. UnitedHealthcare is working with physicians and other health care professionals to encourage them to adopt e-Prescribing at a reduced cost, or in some cases to even fund physicians directly. To date UnitedHealthcare has funded over 6,000 physicians in their efforts to adopt an e-Prescribing tool.

Provider Payment Suite from OptumHealth Financial Services: Online tool allows physicians to offer patients payment estimates, collect payments immediately and establish payment plans – while patients are in their office. The tool can nearly double patient collections and cut collections and reconciliation costs by half.

Rapid Stratification Assessment (RSA): This survey tool reduces the average time to identify high-risk Medicare Advantage members from three months to less than three weeks. The RSA can accurately predict which members are at risk for a hospital admission and helps generate a basic individualized plan of care. This helps members better understand their medical condition and communicate more effectively with their care providers. ▶



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Oncology care analysis: Ingenix collaborated with the National Comprehensive Cancer Network (NCCN) to let oncologists compare their own patient care patterns with NCCN practice guidelines – for the first time ever. While most care is good, there are some gaps – for example, one out of three breast cancer patients are not taking the medications their doctors prescribe. We didn't know about those issues until these data were published. Now UnitedHealthcare network oncologists can work to close those gaps in care.

Disease Precursor Identification: From Ingenix, identifies populations who are at risk of developing costly, difficult-to-manage diseases and conditions – even before there's a diagnosis or a claim. Available now to individual employers, this is the predictive technology used to identify participants for the Diabetes Prevention and Control Alliance.

Driving affordability

Heart Smart Sisters: *Heart Smart Sisters* is an initiative that will address African-American and Latino women in the District of Columbia who suffer from heart disease and other conditions at extremely high rates. We use targeted outreach through community groups and civic and faith-based organizations to empower women to make the lifestyle changes necessary to improve their individual health status and reduce the overall incidence of heart disease in their community. Currently available as a pilot.

The Diabetes Prevention and Control Alliance: Includes two programs. **Diabetes Prevention Program**, where we join the YMCA of the USA to offer a lifestyle modification program proven to prevent diabetes among pre-diabetics. And the **Diabetes Control Program**, where we will assist Walgreens pharmacists to counsel our diabetic members, track their vital signs and work to help keep them healthy. Services covered at no charge to plan participants enrolled in employer-provided health insurance plans. Rollout through 2010, 2011 and 2012.

TrendView™: From Ingenix, this desktop solution designed to help employers better understand and manage employee medical costs. TrendView provides employers meaningful insight based simple, graphical displays that

support scenario modeling to uncover new opportunities for improving employee health and reducing medical costs. Available to companies with 2,000 or more employees.

Improving quality and access

Bringing cultural sensitivity home: UnitedHealthcare Medicare & Retirement has many members who live on sacred tribal ground in Taos Pueblo, New Mexico, where outsiders are not permitted. We constructed home modifications like wheelchair ramps *off-site*. Tribal officials then agreed to allow contractors to temporarily come onto their land and install the home modifications. Now members can better manage their conditions in their own homes. Currently in pilot phase.

My Home DoctorSM: Our outreach nurses work with a vendor to arrange in-home consultations for high-risk enrollees with board-certified physicians equipped to perform many of the services found in a traditional medical office or urgent care facility. Results include fewer hospital admissions, re-admissions and emergency room services for reduced medical costs. Currently in pilot phase in South Florida.

NowClinicSM online care from OptumHealth: This program provides virtual office visits over the phone or through secure live chat. No appointments are necessary; patients pay an affordable flat rate to access the physician of their choice. Available to all residents in a participating state. Currently available in Minnesota. Expect additional states and services by the end of 2010. NowClinic does not affect existing medical insurance plans.

DocGPS™: Combines a search function and GPS mapping to let users search our network database – right from their Apple iPhone. Ideal for travelers or anyone in a hurry. The application can display detailed travel directions or even place a call to that location with a single tap on the search result. From our OptumHealth division, DocGPS is available for download free of charge from the App StoreSM on iPhone®.

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