

Innovation: Unlocking the future of health care

Winter 2011

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

Mobile Consumer Portal: Prescription Solutions is making it easier for people to manage their prescription medications and therapy. With a new mobile version of our consumer website and new text message medication reminders, now members can manage their prescriptions with the technology they prefer. That can help keep them healthier and more compliant with their therapy.

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.

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

Cancer Care Reimbursement Model: UnitedHealthcare is conducting a pilot study with leading oncology groups to fight the most common forms of cancers. The pilot will test a new reimbursement approach for oncologists that reimburses oncologists upfront for an entire cancer treatment program instead of the current fee-for-service model. And we'll evaluate various treatment regimens to identify which are the most effective.

ALERT® Online: Successfully treating people with behavioral conditions is a difficult, complex process with many different variables. ALERT Online is a web-based patient measurement tool from OptumHealth that graphs a patient's progress, which allows therapists to quickly respond and correct the course of treatment as needed. These brief online questionnaires can help patients achieve better outcomes, often in fewer sessions.

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.

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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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

Client and Consumer Experience ProgramSM: The Benefit Preferences Tool from Prescription Solutions is part of the Client and Consumer Experience Program. This interactive, real-time application creates customized pharmacy benefit plans for prospects, clients or consultants – based on their unique needs and priorities. Innovation is helping our clients better define their needs to make better benefit decisions.

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.

Improving quality and access

Caregivers of Veterans Study: The National Alliance for Caregiving and the United Health Foundation produced an original study on the needs of caregivers of veterans. The study shows how providing care affects caregivers' lives. Visit HYPERLINK "<http://www.unitedhealthfoundation.org/veterans>" www.unitedhealthfoundation.org/veterans to download the report or summary. See also a moving video about veterans and their caregivers, presented by our Chief Medical Officer, Dr. Reed Tuckson.

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.

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