

Improving health through innovation

Winter 2010

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

Helping Medicare shoppers: Ovation 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 Ovation.

Do Good. Live Well: Focuses on the powerful connection between volunteerism and improved health. Ovation 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 will launch a new Web site, www.DoGoodLiveWell.org, designed to help people get involved in volunteer activities where they live.

Interactive Family Health History Tree: Helps people capture their family’s health history. Conditions like diabetes, cancer, heart disease and sickle cell anemia are often inherited, so the Health History Tree can aid conversations with the family doctor, who can then construct a meaningful, personalized health care plan. Available to members and the general public at www.uhcgenerationstree.com.

Health Literacy: The Just Plain Clear initiative simplifies how we engage our members, with revised written materials and improved phone procedures when our customer service and clinical professionals talk to members. Since poor health literacy is linked to higher rates of hospitalization and higher use of the emergency room, Just Plain Clear will help members live healthier lives and also help drive reductions in health care costs.

The eSyncSM Platform: A new technology platform combines health data like medical claims, health and lifestyle choices, and demographic factors that help us help people improve their daily lives. Also powers our ability to offer proactive outreach for high-risk members, because the platform pulls together information like claims data, health assessments and referrals from other programs. (All clients)

(Note: eSync also drives the HealthNotes capability for public sector clients.)

Women’s Health Initiative: Helps women manage health care and health insurance decisions for themselves and their families in a simpler and more personally relevant way. The new Web site, www.uhc.com/Source4Women, provides instruction, social networking and well-known speakers on vital health topics. We’re helping women find and understand the critical health information they need to make the best health care decisions possible.

Building a better health system

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.

i3CubeTM clinical trial management system: From the pharmaceutical services arm of Ingenix, the i3Cube system brings greater efficiency to the pharmaceutical clinical trial process. It automates the trial process and connects study sponsors and investigative staff to drive shorter timelines, lower costs and offer better collaboration – that means faster access to better medicines for everyone. i3Cube won the **2009 Adobe MAX Award** recognizing the best uses of Adobe software around the world.



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Physician Drug Interaction Alerts: Fully integrated drug interaction alert programs that continually monitor prescription data for drug interactions that could result in serious harm to the patient. When a dangerous interaction is noted, the system flags it and sends an alert to the attending physician(s). (Note: Prescription Solutions clients use Drug Interaction Alert Program [DIAP]; Medco clients use a similar program called Concurrent Drug Utilization Review [CDUR]).

Natural History of Disease: Ingenix tool performs sophisticated analysis of populations with shared medical conditions – now in just minutes. Huge database of actual results can demonstrate the effectiveness of different treatments to improve the affordability, quality, usability and accessibility of care.

Health Workforce Development: The United Health Foundation's Workforce Development Initiative grants scholarships to train future health professionals from diverse, multicultural backgrounds for improved, culturally sensitive health care. For example, grants provide loan repayment for dentists practicing in community health centers, which deliver quality, comprehensive care that might otherwise be unavailable to thousands of adults and children.

Driving affordability

Quicken HealthSM Expense Tracker: From Intuit[®] and UnitedHealthcare, this tool automatically organizes and presents health care expenses, claims and payments. Simple directions help reduce the complexity of the health experience. Users can even make payments directly to their physician – right from the tool itself.

Treatment Cost Estimator: Delivers personalized cost estimates of different treatment options. Has data on 116 diseases and over 3,000 prescription medications – all specific to individual network physicians in more than 400 geographic areas. Members can also see real-time calculations of deductible balances, potential out-of-pocket costs and more. Available to all UnitedHealthcare members and also through other customized employer Web sites by special arrangement.

Small Business Online Renewals: New online renewal tool on United eServices[®] helps small business brokers maximize their productivity and build stronger client relationships with a streamlined renewal experience – like shopping at the leading online retail sites. The online renewal tool adds in greater convenience and takes out administrative expense.

Improving quality and access

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 Store on iPhone.

Telehealth initiative: UnitedHealth Group and Cisco are partnering to build the first national telehealth network called Connected Care. This initiative will use NASA technology to deliver a high-definition, virtual doctor's visit through mobile and remote clinics. Physicians will be able to perform remote exams, administer preventive care, diagnose and treat certain illnesses, monitor long-term conditions and deliver specialty care.

24/7 Physician-patient connectivity: OptumHealth is partnering with American Well Corp. to offer a 24/7 service that allows people to obtain immediate access to physicians and clinicians via two-way video, secure chat, the telephone or a corporation's health care Web site. Eventually OptumHealth's eSync platform will enable the remote physician to access a patient's personalized health care information for prioritized, clinically appropriate care.

Medicaid Immunization Program: Unison Health Plan (a UnitedHealth Group subsidiary) is collaborating with the local Vaccines for Children office and area physicians, clinics, hospitals and schools to increase immunization rates and promote timely and accurate vaccine records.

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