

Innovation: Unlocking the future of health care

Fall 2011

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

Health Wealth Decision Support: Consumers can use the Health Savings Checkup from OptumHealth Financial Services to estimate health care costs during retirement based on our proprietary database of claims information. The system creates interactive scenarios that show how to save more and spend less and educates people about expected out-of-pocket health care expenses during retirement.

Community Services Connect™: Using an interactive and engaging iPad® experience, UnitedHealthcare Community Plan representatives are helping Walmart® customers find organizations and resources – like affordable housing, clothing, transportation, food and youth activities – to help them live healthier lives. Community Services Connect events increase access to community services and awareness of Medicaid to customers who frequent Walmart stores.

Health Literacy: Today's students will need to take ownership of their health to a much greater extent than their parents. They will need "health literacy," which means applying analytical and decision-making skills to make sound health decisions. With a grant from United Health Foundation, the National Education Association Health Information Network developed a free online workshop for K-12 teachers. The workshop demonstrates how teachers can weave health literacy content into existing math, science, social-studies and health education curricula.

Real-Time Self-Serve Prior Authorization: This new prescription authorization program from OptumRx™ lets our Claims and Prior Authorization systems 'talk' to each other for the first time. So now physicians can receive instant approvals and expedited reviews. That makes health care simpler for our members while physicians spend less time on paperwork and more time with their patients. Real-Time Self-Serve is currently available to registered health care providers.

Mobile Consumer Portal: OptumRx™ 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.

Building a better health system

AARP® Innovation Joint Venture Pilots: UnitedHealthcare Medicare & Retirement is collaborating with AARP Services Inc. to have some of their 40 million members using products like the Health Savings Checkup and ManyStrongSM, a community and social networking support website for people affected by serious illness, traumatic injury or other health events. We're gathering their feedback and input in order to further develop and refine our offerings.

Tucson ACO: Tucson Medical Center, local physicians and Optum™, are launching an innovative approach to community health using the new Accountable Care Organization (ACO) model. Optum will help target needed changes, measure progress and distribute vital patient health information among caregivers. Participating physicians have agreed to be measured and rewarded based on achieving high-quality patient care, patient satisfaction and reduced costs. We believe that the Tucson ACO will demonstrate how communities across the country can make their health systems work better for everyone.

Start!® Walking phone application: Now everyone can find, create and track walking paths with the American Heart Association® Start! Walking Paths App for the Apple® iPhone® and Android™. These applications were created as part of UnitedHealthcare's three-year, \$1.95 million contribution to the American Heart Association's Start! Walking Paths program to promote better health. Visit the American Heart Association [website](#) to learn how.

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.



UnitedHealth Group®

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.

Driving affordability

UnitedHealthcare Wrks4me: We conducted extensive research with young adults to find out what they wanted from a health insurance plan. The result was Wrks4me, which provides first-dollar coverage for a range of services – like two dental cleanings and doctor visits per year, and preventive care with no copays or deductibles. The plan offers enhanced dental, vision and pharmacy coverage that members can opt out of to reduce monthly premiums.

Making Memories: Older adults with Alzheimer's or dementia and those in end-of-life care can suffer physically and emotionally. UnitedHealthcare® Medicare & Retirement is working with a vendor called LifeBio to help older adults cope with these changes by reconstructing their life stories. An interactive Web-enabled or hard-copy tool allows patients and their caregivers to create a patient autobiography which creates a lasting legacy for family members and can reduce depression and physical pain while increasing happiness and satisfaction.

Telemedicine for the Navajo Nation: UnitedHealthcare Community & State's Children's Rehabilitative Services in Arizona is using telemedicine to let patients on the Navajo Nation reach specialty care without long drives, lost wages and missed school days. Phoenix-based neurologists are remotely linked to patients to more effectively meet the complex needs of this medically fragile population. We plan to expand the program to other locations and specialties.

Client and Consumer Experience ProgramSM: The Benefit Preferences Tool from OptumRxTM 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.

Improving quality and access

Optum Flu Shot Card / Coupon for Care: The goal of the Optum Flu Shot Card and Coupons for Care programs is improving members' access to care. Cards and coupons are mailed to members at home and can be redeemed for services at participating pharmacies or health care providers. These programs are designed to advance health promotion, disease prevention and wellness services for our members.

Diversion/Forgery Controls Project: Pharmaceutical diversion (using prescription drugs for recreational purposes) and counterfeiting are growing problems in the U.S. Our OptumRxTM business is exploring new ways to integrate diversion and forgery flags into our automated administrative systems to proactively recognize diversion and forgery risks – before fulfillment.

These steps should help ensure drug safety, improve service and cost savings for member medications.

Telepsychiatry: OptumHealth is using telemedicine to deliver behavioral health services at a distance. This technology allows us to extend traditional health care into people's homes in medically underserved rural areas. Evaluations are underway, but we anticipate reduced inpatient utilization, fewer emergency room visits and improved medication compliance. Pilot programs in nine markets: CA, HI, MN, MS, NM, NY, TN, TX and WI. Broad introduction expected by 2012.

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 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.

Can't find the Innovation you are looking for? Visit <http://www.uhc.com/innovation> for the full listing.

Apple, is a trademark of Apple Inc., registered in the U.S. and other countries. iPhone and iPad are trademarks of Apple Inc. Apple, iPhone, Android, are all registered trademarks of their respective owners.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by UnitedHealthcare Insurance Company, United HealthCare Services, Inc. or their affiliates.

M48544-A 10/11 © 2011 United HealthCare Services, Inc.



UnitedHealth Group®