

Innovation: Unlocking the future of health care

Summer 2011

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

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.

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, it extends to iPhone and Android systems by 2011. Additional business-to-business applications will become available in 2011.

Building a better health system

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.

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.



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Driving affordability

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 OptumRx™ 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.

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 reimburse pharmacists for counseling diabetic participants, track their vital signs and work to help keep them healthy. Services are covered at no charge to participants enrolled in employer-provided health insurance plans. Rollout through 2011 and 2012.

Improving quality and access

Diversion/Forgery Controls Project: Pharmaceutical diversion (using prescription drugs for recreational purposes) and counterfeiting are growing problems in the U.S. Our OptumRx™ 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.

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.

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

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