

Innovation: Unlocking the future of health care

Winter 2012

Innovations from UnitedHealth Group in the last 12 months:

Empowering consumers

My Medication Reminders: The My Medication Reminders program from OptumRx™ can help members maintain their medication routine with convenient text alerts. Members can access the program and set up reminders from the online member portal or by using the OptumRx mobile site from a smartphone. The program is available through all major mobile brands and providers.

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.

Building a better health system

Symmetry® Express Prototype: The Symmetry Express prototype is a point-of-care tool that delivers actionable health analytics data to the physician and is part of the Symmetry suite of solutions by OptumSM. Symmetry Express enhances the patient/physician encounter by supplying the doctor with critical information that may not have been previously available at the point of care, empowering providers with near real-time data.

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.



UnitedHealth Group®

Driving affordability

Direct Lending to Providers through OptumHealth BankSM:

OptumHealth Bank, Member FDIC, now provides commercial financing directly to physicians, medical practices, specialty groups, hospitals and other health care providers for technology and equipment. Commercial financing professionals work with providers to identify their needs and customize solutions. Financing ranges from \$50,000 to \$2.5 million with terms up to six years at competitive rates.

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.

Improving quality and access

Curo Pilot: Curo, Latin for "care," is a complimentary appointment-scheduling and health advisor service designed to help consumers conveniently find the right doctor and the right care path. Curo works across all health care plans and is publicly available in the Kansas City market. Users can go online or call an advisor to address a variety of questions about providers, treatment options, resources for second opinions and appointment scheduling.

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 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.

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