

# Innovation Spotlight

## Unlocking the future of health care



In this issue of Innovation Spotlight, we feature products and tools that may help improve the health care system for everyone.

Summer 2012

- ▶ Care Flex is a population health management solution from OptumHealth that offers flexible benefits to third-party administrators (TPAs) and mid-sized customers through competitive program pricing, streamlined administration and proactive member engagement strategies.
- ▶ UnitedHealthcare Community Plan of New Mexico created a report to track the history of members' utilization of the Disabled Elderly Waiver to help enhance the way UnitedHealthcare's clinical team monitors acuity of care delivery.
- ▶ UnitedHealthcare recently became a contributor to the Health Care Cost Institute (HCCI), a new non-profit research institute that promotes independent research and analysis on the causes of rising U.S. health spending. HCCI generates a report that helps explain what is driving health care costs.
- ▶ The Healthy Challenge Contest encourages African-American small business owners to share the ways they promote wellness in the workplace in an interactive, online community.

These are a few of the latest ways we're working to develop game-changing products, tools and services. For an informative, interactive experience, visit our Innovation website: <http://www.uhginnovation.com/#/home>.

### Optum's Care Flex™ Offers Options for TPAs

While many large employers have successfully managed health care costs through integrated employee education, plan design, program analytics and comprehensive care management, small- to mid-sized employers have typically found similar programming to be out of reach.

In June, OptumHealth introduced Care Flex, a population health management solution that offers flexible benefits to third-party administrators (TPAs) and mid-sized customers through competitive program pricing, streamlined administration and proactive member engagement strategies.

This package of services equips smaller employers with the tools most frequently deployed by larger corporations, and supports employees across the health care continuum in areas such as:

- ▶ **Case Management** – Targets complex or catastrophic cases
- ▶ **Disease Management** – Identifies members who are affected by the top seven conditions that drive the majority of medical claims costs for employers
- ▶ **Maternity Management** – Offers preconception counseling, prenatal education and follow-up support throughout pregnancy
- ▶ **Health & Wellness** – Provides educational materials, action plans, one-on-one coaching, gym reimbursement and health screenings
- ▶ **Utilization Management** – Monitors all cases from initial notification through discharge, and refers high-risk cases to appropriate case management or disease management channels

Value-added services also include NurseLine<sup>SM</sup>, a Web portal, on-site screening, gym reimbursement and participation incentives.

UnitedHealthcare's own research shows that when disease management, case management and utilization management are implemented together, employers can expect to see a 3:1 return on investment (ROI).<sup>1</sup>

Care Flex allows us to serve a market that previously did not have access to our services, helping deliver on the mission to expand access to quality care.

Status: Launched in June 2012

<sup>1</sup>UnitedHealth Group Internal Analytics, 2011

### Report Tracks Disabled Elderly Waivers

In an effort to enhance the way UnitedHealthcare's clinical team monitors acuity of care delivery, UnitedHealthcare Community Plan of New Mexico created a report to track the history of members' utilization of the Disabled Elderly Waiver.

The report is designed for clinical end-users such as service coordinators and clinical managers, and summarizes the "story" of a member's utilization across a period of care.

It gives clinical end users insight to provide proactive health services to their members. They can better tailor services and interventions to actual service utilization patterns, ensuring that members receive the services they need and are as healthy as possible.

The New Mexico clinical team is conducting a three-month pilot program and measuring its effect on care and quality of life factors with the following goals:

- ▶ A more effective and user-friendly clinical tracking mechanism
- ▶ Increased percentage of members receiving appropriate services
- ▶ Increased quality of care/service plans
- ▶ Reduced utilization of higher levels of care
- ▶ Increased length of stay in the community

According to the New Mexico clinical team, this report can be utilized for additional Medicaid waiver populations. There are plans for expected production in October and further expansion starting in January 2013.

Helping to ensure that members are receiving the right services at the right time for their individual needs is an important part of UnitedHealthcare's mission to help people live healthier lives.

Status: Launched in fourth quarter 2011

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## UnitedHealthcare Contributes to HCCI Report

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Health spending is one of the biggest financial issues the U.S. faces, with critical implications for families, businesses and government budgets.

To ensure citizens receive greater value from health spending and gain a better understanding of what is driving health care costs, UnitedHealthcare has become a contributor to the Health Care Cost Institute (HCCI).

HCCI is a new non-profit research institute that promotes independent research and analysis on the causes of rising U.S. health spending.

HCCI reports are based on the largest, most comprehensive collection of private-sector health insurance claims ever assembled—more than 5 billion claims from the nation's largest health insurers. Reports based on this data will provide a timelier and more complete picture of health care spending in the private sector than currently available data sources. Claims information provided to HCCI is compliant with the Health Insurance Portability and Accountability Act (HIPAA) and meets all privacy requirements.

The institute issued its inaugural report on May 21, accessible online at [www.healthcostinstitute.org/2010report](http://www.healthcostinstitute.org/2010report). The report found that health care costs for privately insured Americans rose higher than the rate of inflation in 2010, and that overall health care spending rose over the previous year even though fewer people used medical care in many categories.

By participating in HCCI, UnitedHealth Group and UnitedHealthcare are playing key roles in helping understand the causes of increased medical costs so that innovative solutions can be developed to mitigate them.

Status: Report is published and available online

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## Healthy Challenge Contest

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UnitedHealthcare and *Black Enterprise* magazine are collaborating to reach out to small businesses to help them improve the health of their employees.

Launched in April, the Healthy Challenge Contest encourages African-American small business owners to share the ways they promote wellness in the workplace. Entries submitted to the challenge website will be published on *Black Enterprise's* website and made accessible to the magazine's print readers.

Through this challenge, the companies expect to identify and promote wellness opportunities that are culturally relevant to the African-American community. The effort will build on the success of similar initiatives like UnitedHealthcare's Heart Smart Sisters and Stylin' Healthier Futures.

The entrant receiving the most votes on [uhctogether.com/behealthy](http://uhctogether.com/behealthy) by Aug. 15 wins the opportunity to attend the 2013 *Black Enterprise* Entrepreneurs' Conference, and will be featured in the November 2012 issue.

The Healthy Challenge Contest is an opportunity for UnitedHealthcare to deliver on its mission of helping people live healthier lives by working to improve the overall health and well-being of the people we serve.

Status: Launched in April 2012

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