



Optum Broker University

2024

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The Optum Story



22 million members

trust Optum with their health

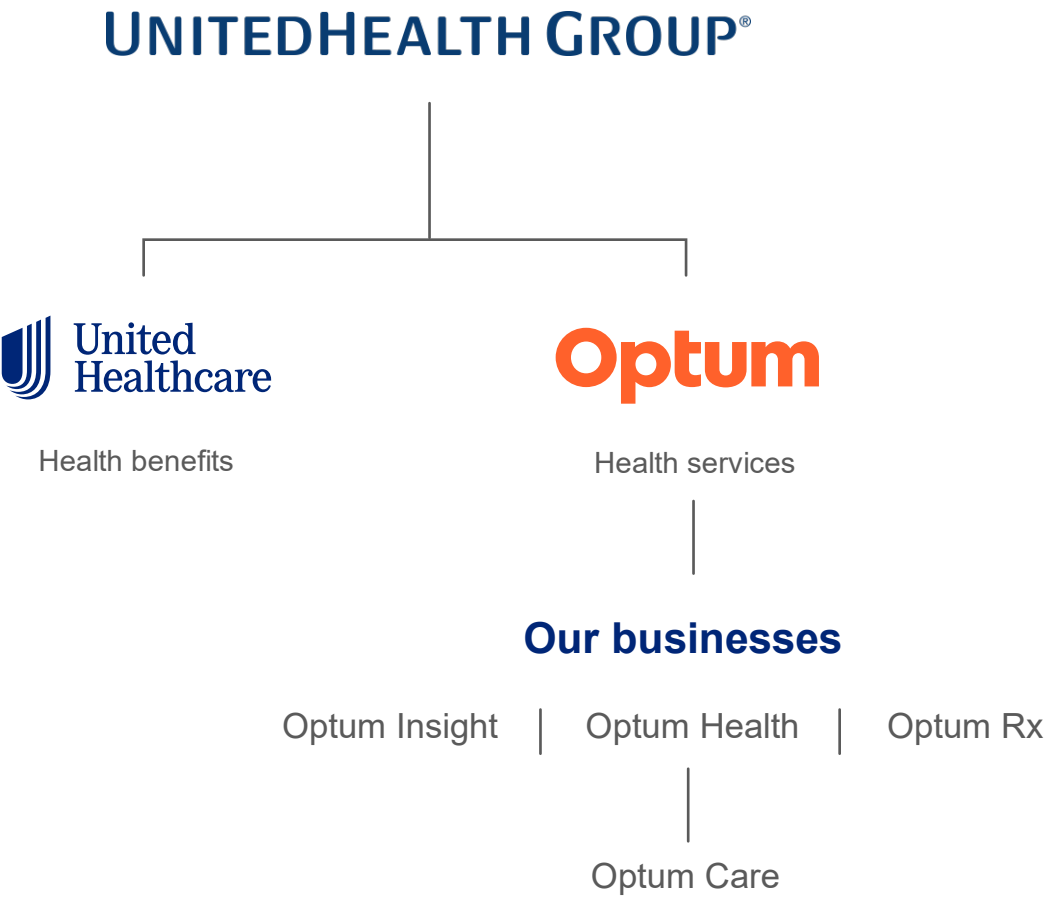
A better life starts with better care.

At Optum, we're working together, for better health.



Optum Care doctors **proactively** manage members' **overall wellbeing**, delivering **personalized care** that enables **healthier outcomes** through **research-backed** approaches.

Bringing all aspects of health together to support you



Our mission

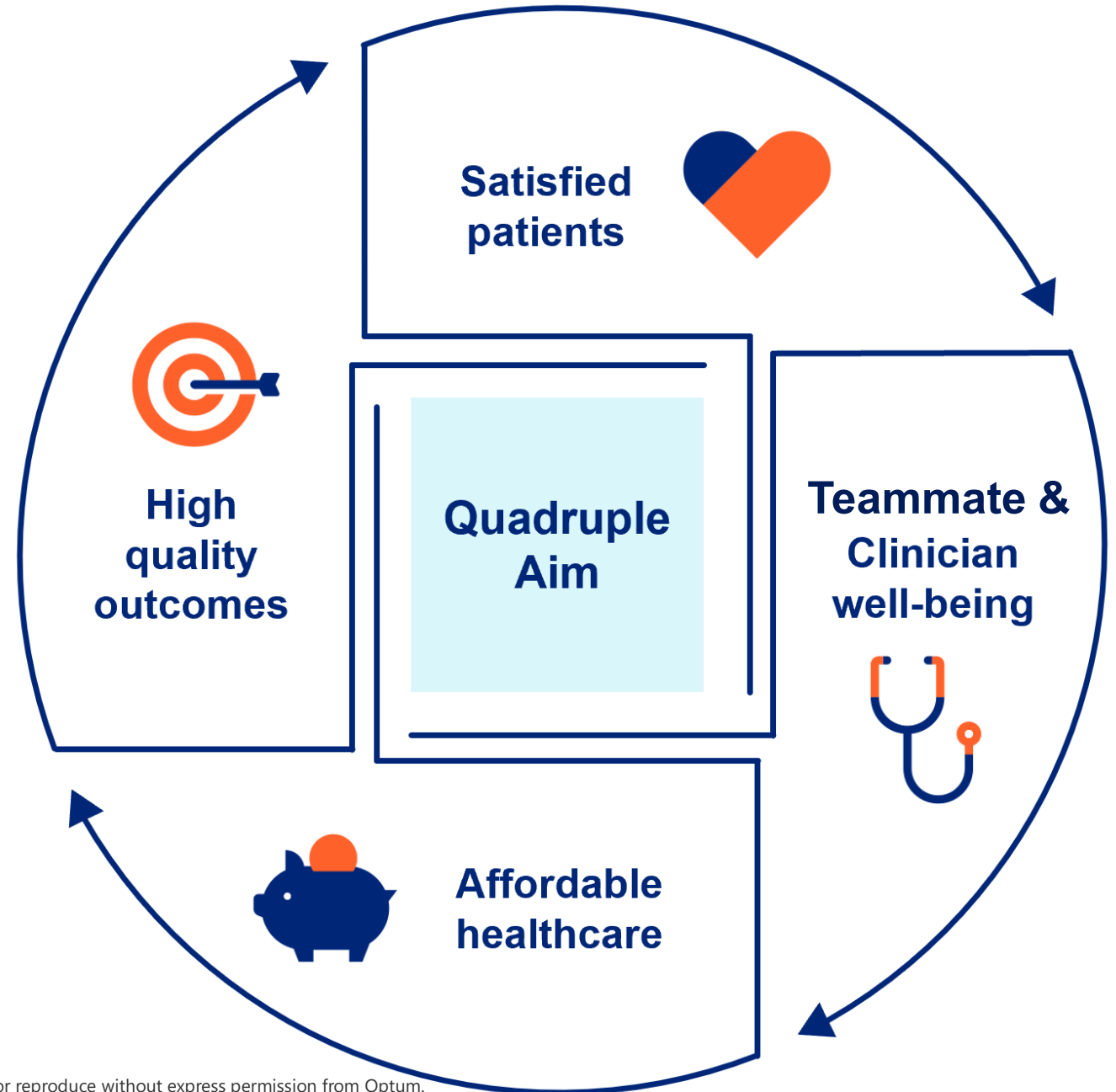
Helping people live healthier lives and helping make the health system work better for everyone

Our values

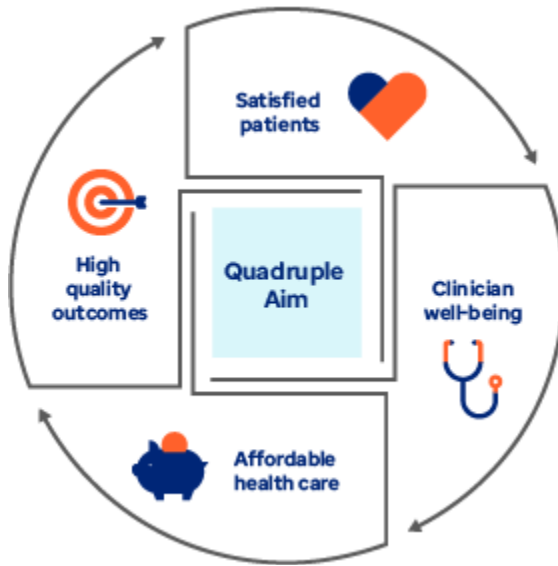
Integrity	Innovation
Compassion	Performance
Relationships	



Quadruple Aim Corner



A key priority to achieving the quadruple aim



Optum has made value-based care a top organizational priority to achieve its strategic goals in the quadruple aim



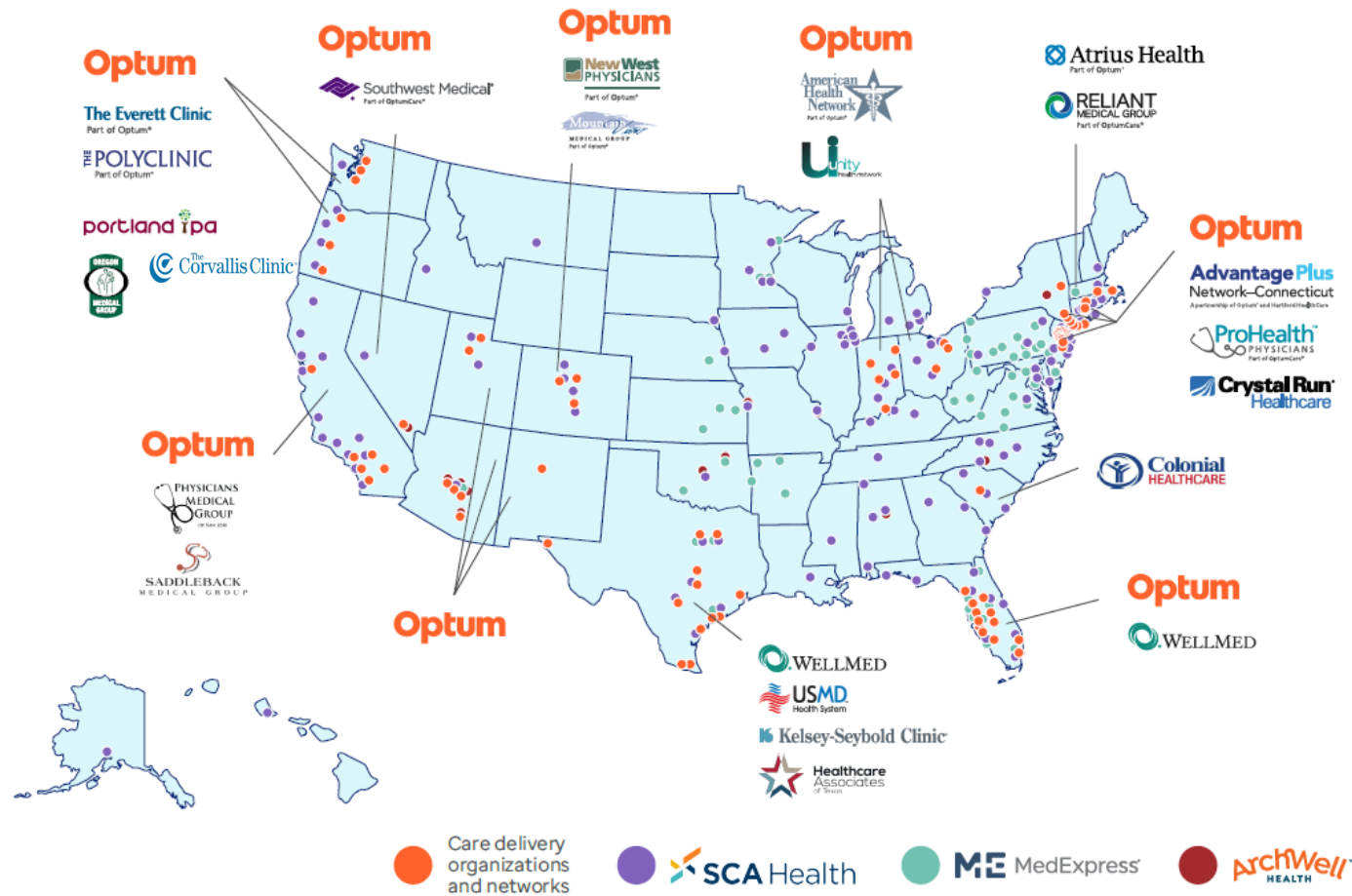
There are a variety of value-based care models, including global capitation, shared savings and shared risk. **Global capitation is the most advanced shared-risk arrangement.**

In a shared-risk arrangement, the carrier and provider group agree to a set payment per member, as well as performance benchmarks.

If the provider meets the benchmarks and produces health care savings, they retain a portion of the per member payment. If they do not, they are responsible for the loss in revenue.

In other words, the provider **takes on the risk** for that member's health and cost of care.

Optum Care delivery



Delivering care when and where your clients need it – in the office, virtually or at home.

- 90,000 doctors
- 2,000+ locations
- 5.5 million risk members
- 130 strategic payor partnerships
- Primary care
- Urgent care
- Specialty care
- Surgical care

Employed vs OCN Contracted Provider Groups



Optum Employed Clinics (Optum-owned clinics)

Owner: Employed clinics are owned and operated by Optum. They will have "Optum" in their name.

Care Team: The providers who work at group clinics are employed directly by Optum. They are referred to as "group" or "employed" providers.

Support Team: Patient and agent relationships in group clinics are supported by Patient Liaisons (PL). These Optum team members support patient education, retention and growth. PLs also organize events and foster relationships with agents.



OCN Contracted Provider Groups (contracted clinics)

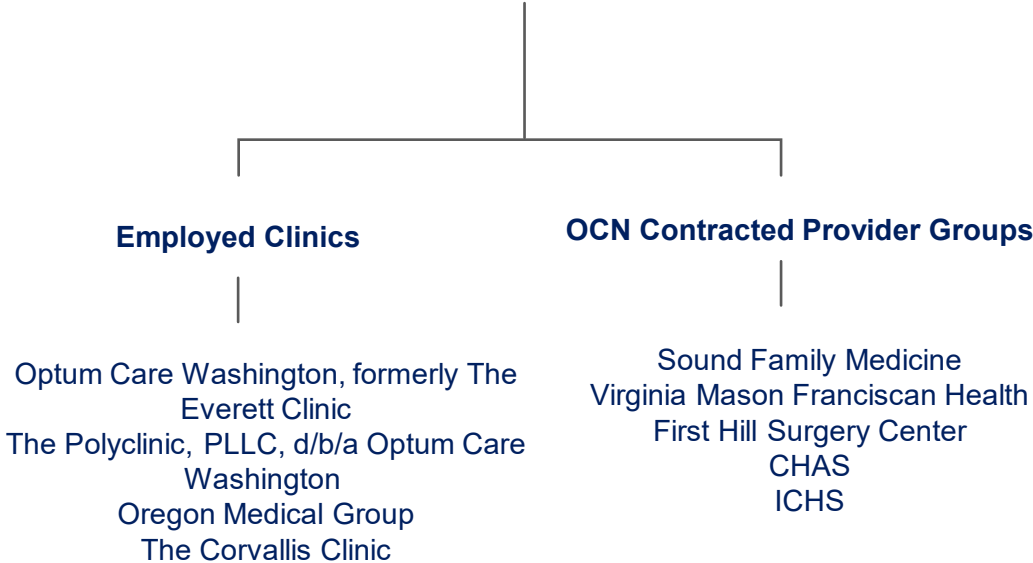
Owner: OCN Contracted Provider Groups are independently owned and operated clinics.

Care Team: The providers who work at OCN Contracted Provider Groups are contracted with Optum. Such as, they are referred to as "contracted" or "network" providers.

Support Team: Patient support in OCN Contracted Provider Groups will be managed by the clinic staff themselves.

Agents who need assistance supporting patients at OCN Contracted Provider Groups can contact their local Growth Team member.

Optum Care Network PNW



Optum Employed Clinics – 2 in WA, 2 in OR

Optum Care Washington, formerly The Everett Clinic
The Polyclinic, PLLC, d/b/a Optum Care Washington
Oregon Medical Group
The Corvallis Clinic

OCN Contracted Provider Groups – Over 500 clinics

A few of the larger regional clinics

Sound Family Medicine
Virginia Mason Franciscan Health
First Hill Surgery Center
CHAS – Community Health Association of Spokane
ICHS – International Community Health Services

Optum Care Network (OCN) Washington

- OCN WA is a stand-alone network affiliated with Optum and contracted with health plans to **administer services** for certain products and benefit plans
- **Local team** with over 30 years' experience in Washington join with Optum's **national resources** to support the communities we operate in
- **Connected network** of community-based primary care and specialty providers deliver high quality, affordable care to patients while remaining profitable to providers

We offer a robust Quality Incentive Program and a tailored approach to help your practice:



Maintain independence and autonomy



Ensure best clinical outcomes for patients



Thrive financially



Increase patient loyalty



Our Mission

Help people live healthier lives and help make the health system work better for everyone.

Medicare Advantage Plans Delegating to Optum Care Network of WA

- Aetna Boeing Retiree Medicare Advantage
- Humana Medicare Advantage **HMO & D-SNP**
- UnitedHealthcare Medicare Advantage **HMO, PPO, D-SNP & I-SNP**

Washington Delegated Plan Options

What is value-based care?



Value-based care

e.g., Medicare Advantage HMO

Rewards doctors for the quality of care they provide rather than the volume.¹

Revenue is generated by effectively preventing illness and promoting health.²

Statistically proven to lower overall costs and improve outcomes.³



Fee-for-service

e.g., Original Medicare

Reimburses providers based on the number of services provided.⁴

Focuses on episodic care, rather than a holistic view of a patient's health.

Does not consider health outcomes as a metric for success.

Incentivizes quantity of care over quality.

Improving the way, we care

Medicare Advantage patients served by a fully accountable care model from Optum saw healthier outcomes compared to those in Original Medicare

18% ▼
lower chance of an
inpatient admission

9% ▼
lower chance
of 30-day hospital
readmission

14% ▼
lower probability of
avoidable ER visit

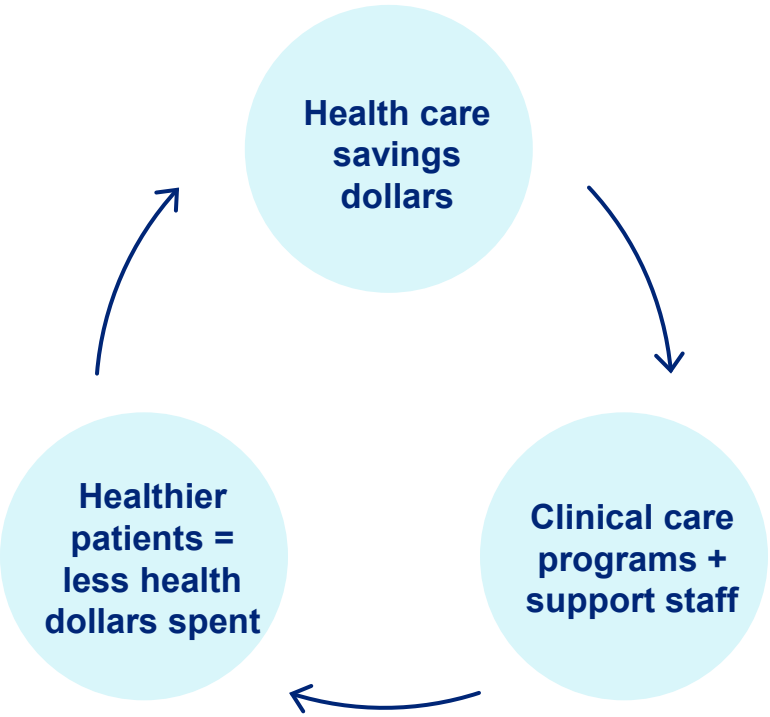
11% ▼
lower chance
of any ER visit

35% ▼
lower total
cost of care



The results shown here are based off research that was conducted in Dec 2022 and outcomes were, published in [JAMA Network Open](https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2799376?resultClick=3),
<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2799376?resultClick=3>

How we invest in comprehensive care



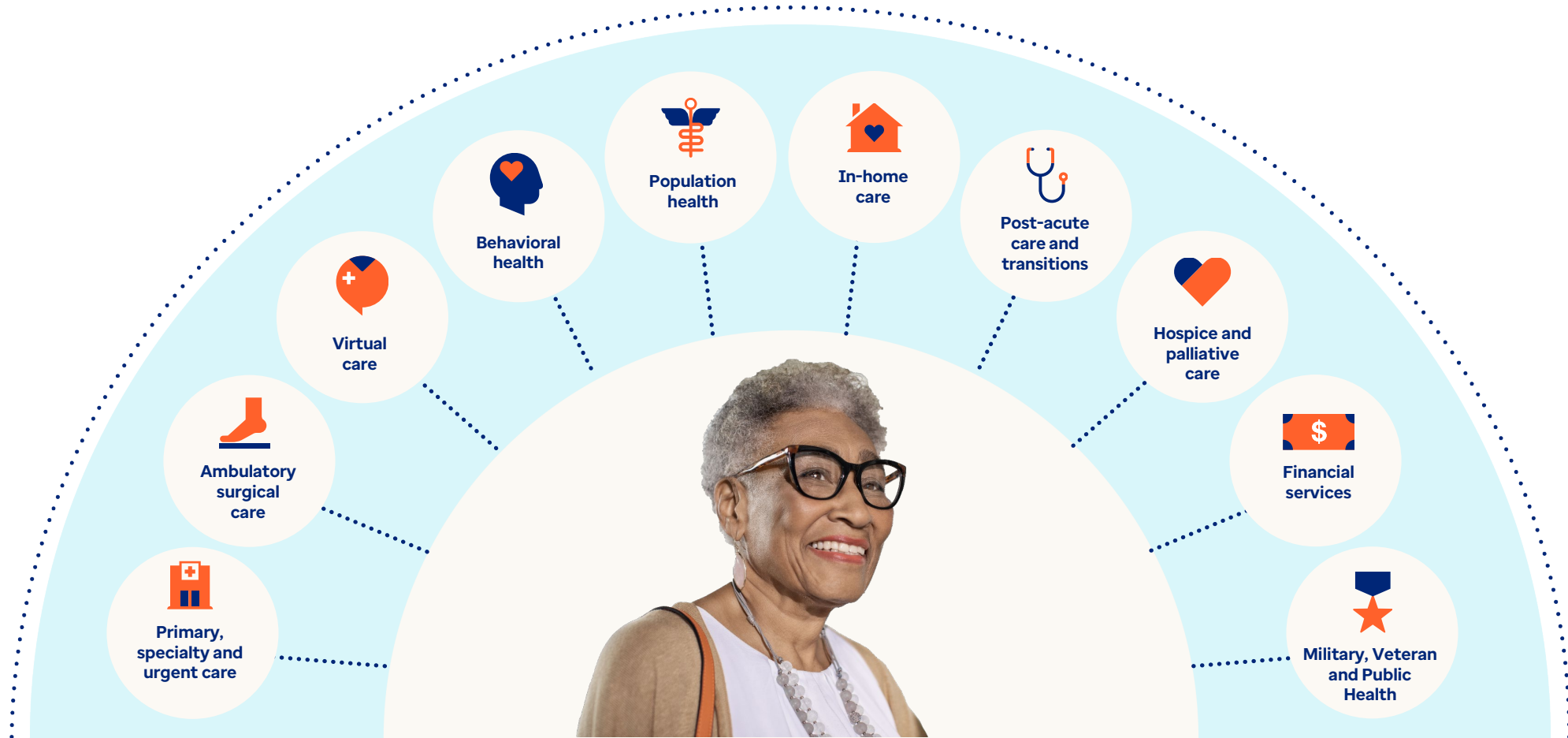
	Quality	Utilization	Experience
Complex Care		<div></div>	<div></div>
24-hour medical advice line staffed by local nurses and care teams (CUF)		<div></div>	<div></div>
Memory care giver support program	<div></div>		<div></div>
Caregiver support services	<div></div>		<div></div>
Acute Care at Home		<div></div>	<div></div>
Palliative Care		<div></div>	<div></div>

The Human Impact of Value-Based Care

Dr. Kristen Wyrick, *Associate Regional Medical Director, Primary Care*



- Smokey Point, Family Medicine
- Joined Optum, formerly The Everett Clinic 6 years ago
- Graduated from University of WA Medical School



Connecting care for patients

Delivering a new kind of care experience



Personalized

Care that adapts to what patients need and where patients are in their own health journey, whether that's a video chat with a doctor on a Saturday night or receiving treatment right in their home.



Coordinated

Care that's ready when, where and how patients need it, that considers all the patient — not just part of the patient — physically, mentally, socially and financially.







High-Value

Care with the expertise to offer just what patients need, because when care is more efficient, it's more affordable for everyone.

Doctors who are focused on relationships and results

With Optum, each client has access to:

-  **A primary care doctor and care team**
focused on their unique needs.
-  **Faster, easier ways to get care on their terms**
in the office, by phone or at home.
-  **Extra support beyond the exam room**
to help each person reach their health goals.
-  **Lower medical costs**
with data-driven best practices and quality metrics.

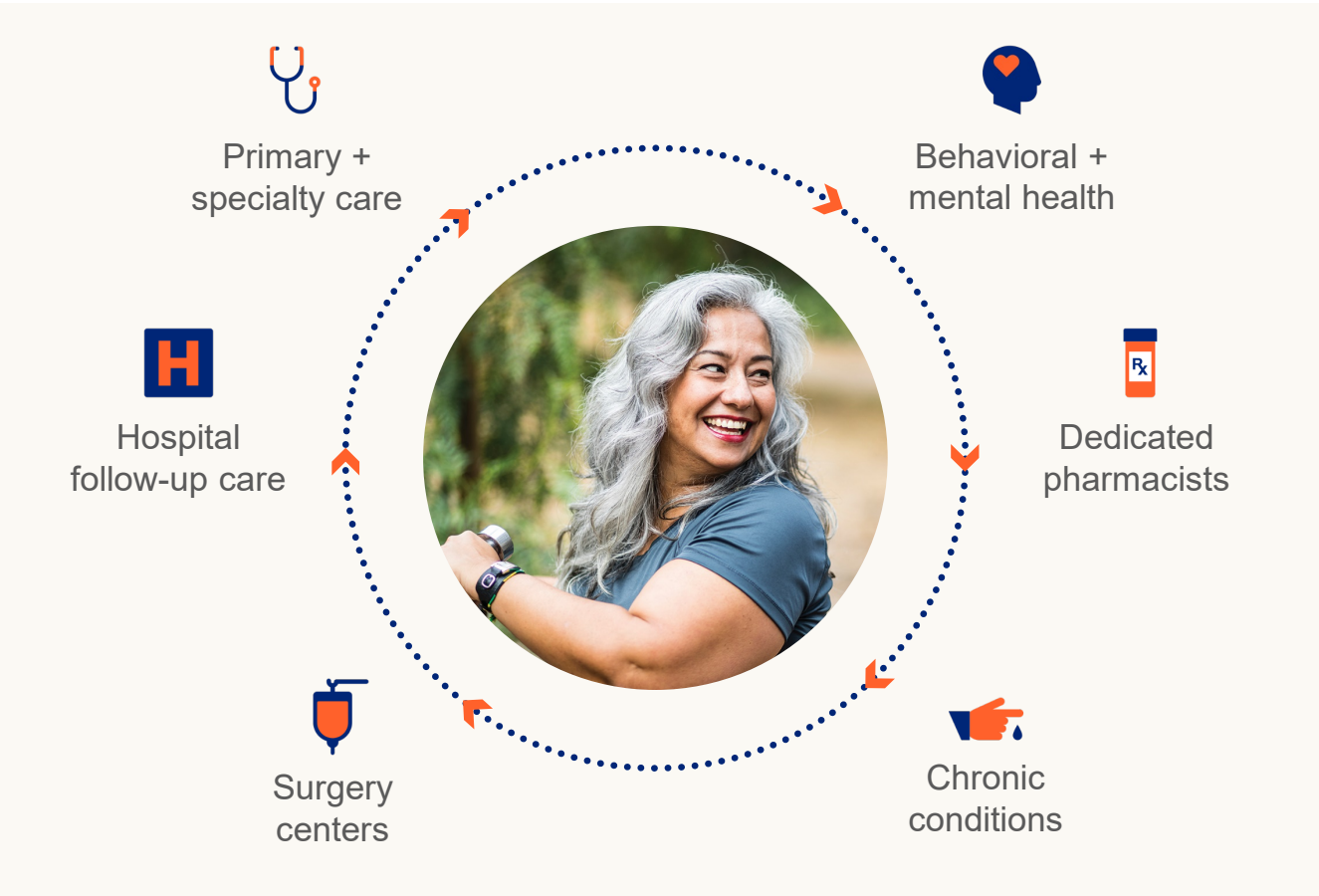


We use data to elevate how we care

Optum has more than 600 clinicians working behind the scenes, carefully studying health data, measuring how well treatments are working and spotting trends early.

Our care teams use this information to personalize care and provide the right level of support for each client. **So they can keep living their healthiest life.**

Coordinated care that puts you at the center



- Home health
- Social support
- Skilled nursing
- Financial

Prevention

Our goal is to prevent health problems before they start. That means managing pre-existing conditions, keeping up-to-date with vaccines, screenings and more. It's small steps that lead to big results.

Total well-being

We offer home and community-based care, social support programs and more. We're committed to supporting total well-being, with care *beyond* the exam room.

Specializing in chronic condition support

Our clinical insights team analyzes national, regional and local health data, combining resources and sharing best practices. So our doctors are always equipped to provide the right level of support, without costly medical bills.

Helping your clients make the best choices for their health



The right care

We produce strong and meaningful results by considering cost and quality, without sacrificing the member experience. Our members save 35%¹ compared to many Medicare beneficiaries.



A healthier life

We're making the health care system work better for everyone. On average, Optum patients stay healthier. They spend less time in the hospital and get checkups more often.²



Affordable coverage

Over 130 insurance companies have selected Optum doctors to be a part of their network.³ That means more affordable choices for your clients to get the best care.

Enabling healthier lives through physician-led, value-driven care.

1. Source: Optum Care, Clinical analysis comparing Medicare Advantage and Medicare FFS members, May 2022 (VBC members spend 35% less than FFS)
2. Source: Optum Care, Clinical analysis comparing Medicare Advantage and Medicare FFS members, May 2022 (19% lower acute hospitalization rates, 91% AWW completion rate)
3. SOT document 7/2023

Value-Based Care video – Dr. Wyrick



<https://vimeo.com/852477302>

How it's making our members feel

“

The first time we saw the doctor, he mentioned in-home care. It happened immediately; you couldn't ask for it to happen faster.

Now our father looks forward to seeing the doctor. And it's much more affordable than we expected.

That relief has been so amazing.



Chabrie + Austin Westwong
Optum WA

Delegated Medicare Advantage Programs

Call Us First (CUF)

Call Us First (CUF)



What is Call Us First (CUF)?

A 24-hour hotline when patients need health advice. Patients can talk to a live, local agent who can help with:

- Scheduling appointments
- Medical advice
- Medicine refills
- Finding specialists (referrals)
- Billing questions and paperwork
- Transportation



Who is the CUF team?

The team consists of PSRs, MA's, RNs, and certified care management RNs (RN CCMs).



Who qualifies?

- Medicare Part B patients
- Delegated Medicare Advantage patients



Call us first.

1-206-401-3220, TTY 711

24-Hour Advice Line

Optum

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Call us first.

1-425-304-1113, TTY 711

24-Hour Advice Line

Optum

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The best care comes from a team that knows and understands your health



Patient Service Reps and
Medical Assistants are
available Mon-Fri 7am-7pm

After hours calls are
directed to the RN's

Patient Service Representatives

- **Scheduling**
- **Outreach**
- **Home Visits**
- **Uber transportation**
 - Medication Refills
 - Prior Authorizations
 - Billing Questions/Concerns
 - MyChart Assistance

Call Assist Medical Assistants

- **Referral requests/Questions**
- **DME**
- **Lab requests**
- **Letter requests**
- **Paperwork/Forms questions**
- **Home Health orders**
 - Medical Advice

Stephanie Schlatter, BSN, RN - *Clinical Nurse Leader*



- Registered Nurse for 15 years with most of her experience in complex care management
- Started with Optum in 2020 as Call Us First RN Case Manager
- Prior to Optum, Stephanie's taught patients how to manage their chronic illnesses to reduce hospital utilization
- She has experience in improving relationships with patient through staff education about trauma-informed care

Call Us First RNTeam



Stephanie Schlatter, BSN RN
Clinical Nurse Leader



Brestelli, Bryce
Sr Case Mgr RN Hourly



Brown, Laura
RN Care Manager Cert



Clarise, Manka
RN Care Mgr



Collison, Kelsey
RN



DELA ROSA, KATRINA
Ld RN



Gladney, Toya
RN Care Mgr



Guyor, Lindsay
RN Care Mgr



McWilliams, Sara
RN Care Mgr



Olson, Megan
RN



Oliver, Kimberly
RN Care Manager



Ray, Nikki
RN Care Manager



Smith, Emily
RN



Tarbill, Amanda
RN Care Manager



Turner, Julia
RN Care Manager



Workman, Chinatsu
RN Care Manager

Emma Duarte, B.A. , CMA, *Regional Practice Manger for Complex Care*



- Started with Optum 2021
- Began her career as a medical assistant and had a natural calling to leadership.
- Earned undergraduate degree May 2023 in Organizational Business Management and is currently in grad school for her MBA.
- Cooking is her love language and de-stressor.
- Enjoys time with her family and loves adventure through traveling.

Call Us First

Population: Delegated Medicare Advantage and Medicare Part B patients
Hours of operation: 24/7

Optum

Get the care you need from the doctors you trust

Call us first

We'll help navigate your care

Call our 24-hour hotline anytime you need health advice. You'll talk to a live, local agent who can help with:

Scheduling appointments

Medical advice

Medicine refills

Finding specialists (referrals)

Billing questions and paperwork

Call us first.

1-425-304-1113, TTY 711

24-Hour Advice Line

Optum

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Optum

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1-206-401-3220, TTY 711

24-Hour Advice Line

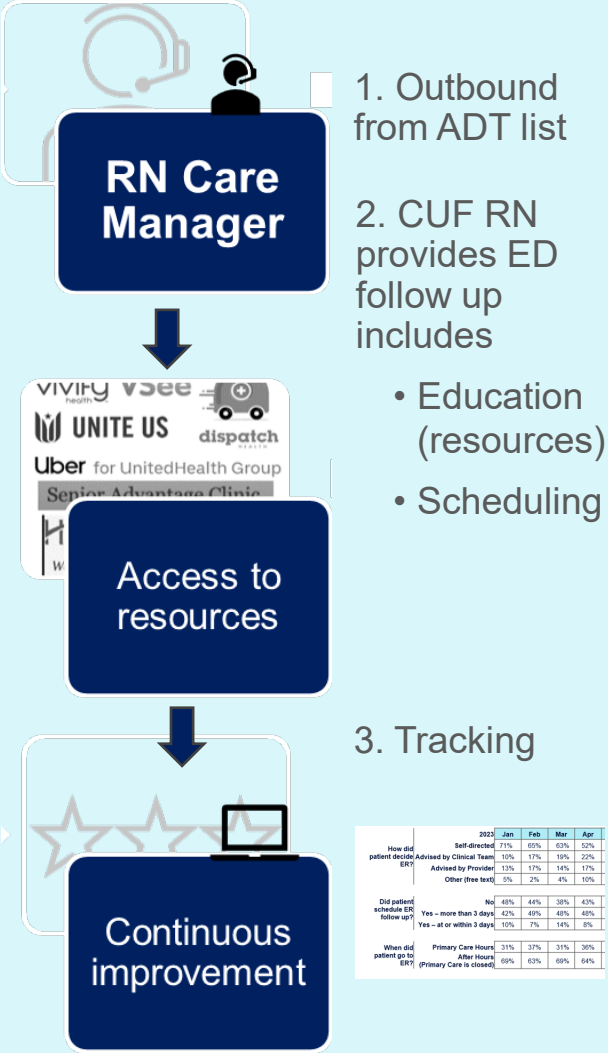
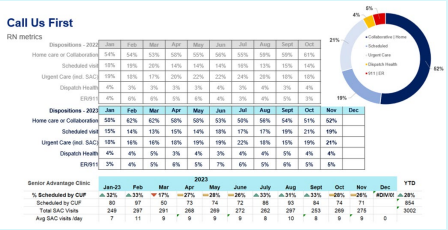
Optum

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Telephonic Triage Workflow

1. Incoming patient call dedicated number
2. CUF RN provides triage and supports disposition decision leveraging access to
 - Home care education
 - Scheduling w/ PCP
 - Urgent Care
 - Mobile in-home care
 - Virtual Care

3. Tracking



Patient Journey



Mrs. Green
Patient needs assistance

Call Us First

Patient uses dedicated line to contact CUF RN
→ initially speaks with CUF PSR → managed per algorithm



RN Care Manager

- Scheduled
- Triage
- Resources



Outbound Calls

- ADT review
- ER follow up calls
- Safe Discharge
- SMA requests
- Remote Patient Monitoring
- Urgent After-Hours assistance



Continuous Improvement

- Monthly stats
- Scorecards
- Feedback

Stock photo used.

Senior Advantage Clinic – Enhanced Urgent Care

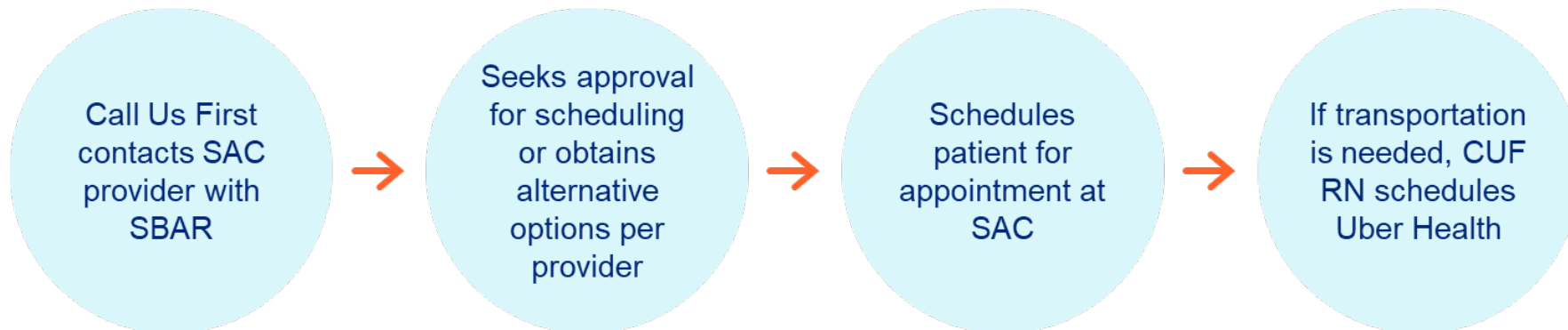
Population: Delegated Medicare Advantage plans

Hours of operation: 7:30 a.m. - 7:30 p.m. (Monday - Friday), 8 a.m. -5 p.m. (Saturday & Sunday)

SAC: Initial target conditions (not a complete list)

- Dehydration, gastroenteritis
- Adult failure to thrive, "dwindles", dementia v. delirium, aka "rule out UTI"
- CHF exacerbation
- Hemodynamically stable atrial fibrillation/palpitations
- COPD exacerbation if a recurrent condition (otherwise FURI)
- DVT anticoagulation initiation
- Initial pneumonia treatment (w/o evidence of sepsis on triage)
- Pyelonephritis (if not referred to FURI)
- Renal lithiasis/AKI
- Abdominal pain/diverticulitis (w/o evidence of ischemic bowel/AAA on triage)
- Fall from standing/multiple injuries (w/o evidence for severe impact mechanism/thinners or ongoing mental status changes on triage)
- Palliative Care patients with acute need for symptoms control or assistance
- Care Gap Crisis, SNF admission (not during initial rollout)
- Other conditions that prevent ER visits

Workflow



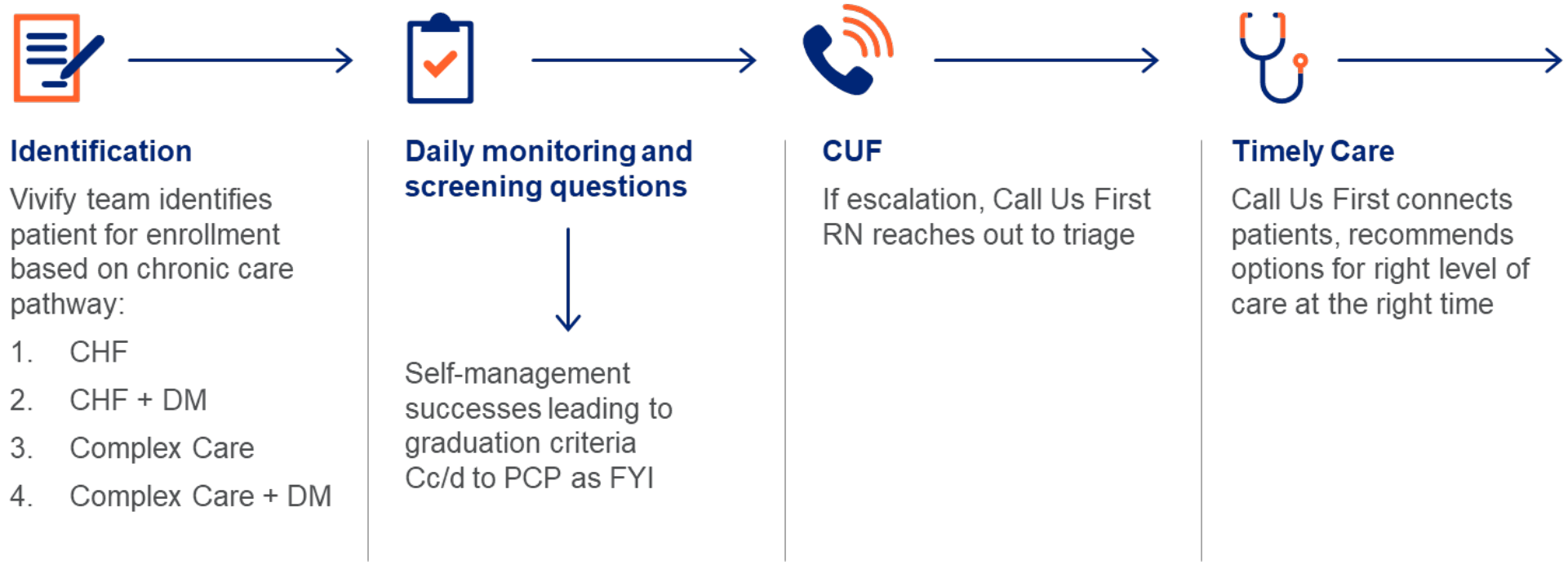


Vivify – Remote Patient Monitoring

Population: Delegated Medicare Advantage plans

Hours of operation: 24/7

Workflow



Personalized Care Team

Personalized Care Team



What is a Personalized Care Team (PCT)?

The Personalized Care

Team: An interdisciplinary team in Everett, Marysville, and Seattle, led by clinicians who focus on a specific group of patients who need extra support to achieve optimal health.

The Medical Providers:

Provide comprehensive and coordinated care to patients with multiple complex medical issues.

The Personalized Care Team (PCT):

Provides a customized and unique patient experience while reducing the cost of care.

PCT Clinicians & Team



Ananth Shenoy, MD
*Northgate Plaza & Madison
Center*



Shijie "Jenni" Guo, ARNP
*Northgate Plaza & Madison
Center*



Todd Gunderson, MD
Founders Building



Don Andrews, MD
Marysville



Christina Morse, MD
Marysville



Dorothy Todd, ARNP
Marysville



Delaney Goulet, MD
Marysville

The team also includes: Social Worker, Clinical Pharmacists, RN Care Managers, & Medical Assistants

How do patients benefit from our program?



**Longer
appointment times**



**All care is
coordinated and
team-focused**



Virtual medicine



**Assigned RN care
manager who supports
patients along the way**



**Dedicated on-site
multi-disciplinary
team**



**Likely to reduce
medical expenses**



Home Visits
*(Service not available in
Pierce County and
Bellingham)*

Who qualifies for PCT?

Eligible patients are those identified with multiple chronic complex conditions and are covered by one of the delegated value-based health plans:



Humana
Medicare
Advantage HMO
& DSNP



Premera Blue Cross
Medicare Advantage
HMO



United Healthcare
Medicare Advantage HMO,
PPO, D-SNP & I-SNP

Patients should have an OPTUM WA primary care referral to review eligibility requirements. PCT team members review all referrals to ensure patients meet the criteria and can be scheduled for an appointment.

A Complex Care Patient Journey



Complex Care Navigator reviews referral

If the patient meets all eligibility criteria, the patient is scheduled based on availability and location.



Appointment Date

- Standard rooming
 - Get to know the care team
 - (MA/Clinician/RN*/SW*)
-

**May not be present at every appointment.*



Interdisciplinary Team Meeting (IDT)

- Discuss the contingency plan
 - Discuss next steps
-

Complex Care & Palliative Care Consults



Complex Care

A team of experienced registered nurses, social workers and health advocates who assist patients and their families in **managing their condition** through **education**, **coordinated care** and **community resources**.

For patients with conditions such as congestive heart failure, chronic obstructive pulmonary disease, kidney disease and diabetes.



Palliative Care Consults

Consulting services that specializes in helping patients and family members truly understand the patients' medical condition by creating a thoughtful plan of care for their specific situation.

Memory Health Support



Dr. Marty Levine

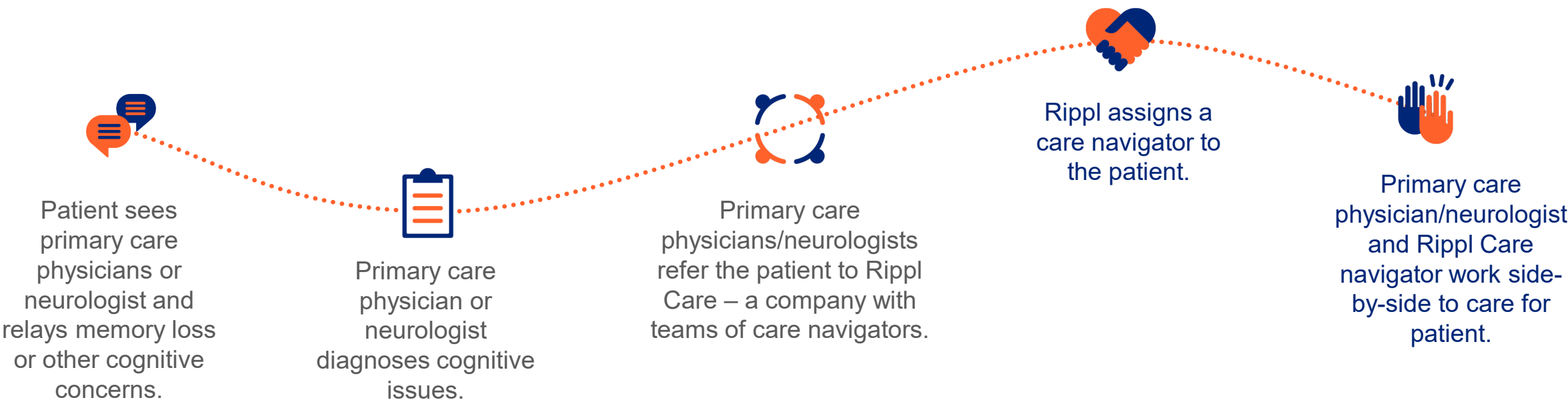
**Executive Medical Director of
Quality and Population Health**

Optum Memory Health Support program

Empowering patients and families. Improving outcomes.

Optum Care Washington primary care physicians and neurologists are trained to diagnose cognitive issues so patients can get answers without waiting to see a specialist. Our unique memory loss and caregiver support program is designed to streamline the path to care for patients and their caregivers. Optum Care Washington works side-by-side with Rippl Care to provide patients with a team of care navigators and social workers to help facilitate memory care with our clinicians.

Website: <https://optumwa.com/innovations/memory-health-support/>





Family Physician, General Internist or Neurologist & Associated Nursing Staff

- Lead the care team
- Evaluate memory loss
- Diagnose Alzheimer's and other Dementias
- Plan and manage medical treatment
- Anticipate and prevent complications
- Organize medical care for all conditions
- Sustained follow up



Care Navigators, Social Workers, and Nurse Practitioners

- Build confidence by enhancing understanding and anticipating the future
- Counsel families and caregivers
- Work to keep loved ones safe
- Connect with helpful community resources
- Prepare for the future
- Stay active
- Crisis support 24/7

Optum Memory Health Support video – Dr. Marty Levine



<https://youtu.be/zzowxplXEQk>

New Member Onboarding

New Member Onboarding

Objectives

- Seamlessly onboard new members early, preferably within first 60 days
- Ensure patients receive their Annual Wellness Visit in the first 6 months

Audience

- New to MA
- Switchers – FFS to MA

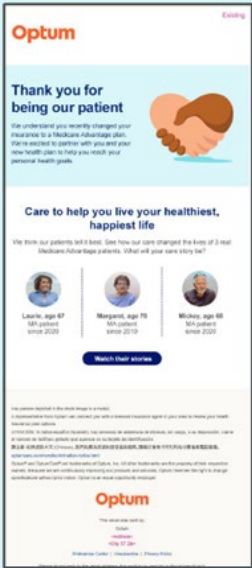
Timing

- Launch Feb 2024
- Monthly
- Triggered AWW campaign post 5 months, 7 months and 9 months

Channels

- Direct mail – digital test
- Email series
- Digital landing page

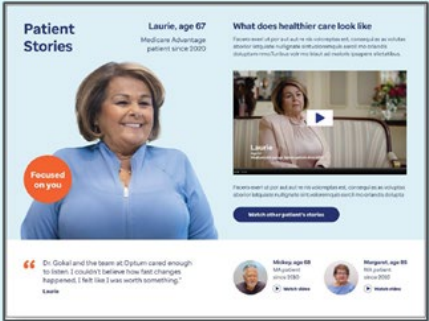
Onboarding Campaign visuals



Welcome email series



Welcome call – Resource Center



Digital Flip Book



Digital Test – Welcome Letter



Refresh landing page include new illustration videos



New Member Onboarding Patient Journey



* Email series includes Welcome, Schedule AWW, resources, patient portal and health newsletter



John

Picked a Medicare Advantage plan with an Optum clinician during AEP, coverage starts 1/1.

Audience:
Net New

Welcome letters – digital test

Optum

<Return Address>
<Return City>, <Return ST> <Return Zip>

<<Patient first name>> <<Patient last name>>
<address1>>
<address2>>
<city>, <state> <zip>

Scan the QR code to view your Care Guide or visit
<URL1>

Wellcome

Dear <<Patient first name>>,
Thank you for choosing Optum. When you selected your Medicare Advantage plan, you chose a primary care doctor. This doctor is part of Optum. We're ready to help you reach your personal health goals.

Get started on your health journey
We've put together a few things to help you get started. Start by looking at your interactive digital Care Guide. You can scan the QR code or visit the website above.

Inside your Care Guide you'll find:
• Real patient stories and videos
• Annual Wellness Visit info
• Health screenings you may need
• Helpful resources like an appointment checklist

Schedule your Annual Wellness Visit <incentive_header>.
It's one-on-one time for you and your doctor to talk about ways to keep you healthy. Plus, there's no charge or copay.

Schedule your visit by calling <phone1>

To your good health,
Optum

Your care information

<<Provider name>>
<clinic address>
<clinic city>, <clinic state> <clinic zip>
<care information sentence>

Your primary care doctor is at the center of your care. Your doctor can make it easier to help you find specialists and follow your care. Your doctor works closely with your specialists and care teams to offer care proven to work.

Here's what you can expect from Optum:

A dedicated care team focused on keeping you healthier

Getting you the right care you need, when you need it

Help finding a specialist

Net New

Optum

<Return Address>
<Return City>, <Return ST> <Return Zip>

<<Patient first name>> <<Patient last name>>
<address1>>
<address2>>
<city>, <state> <zip>

Scan the QR code to view your Care Guide or visit
<URL1>

Thank you for being our patient

Dear <<Patient first name>>,
We understand you recently changed your insurance to a Medicare Advantage plan. We're excited to partner with you and your new insurance plan to help you reach your personal health goals.

Get started on your health journey
We've put together a few things to help you get started. Start by looking at your interactive digital Care Guide. You can scan the QR code or visit the website above.

Inside your Care Guide you'll find:
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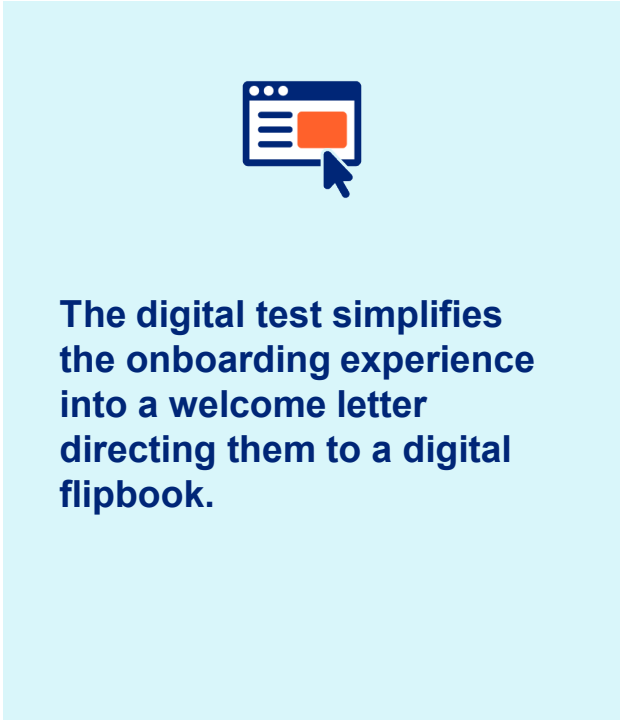
Here's what you can expect from Optum:

A dedicated care team focused on keeping you healthier

Getting you the right care you need, when you need it


Help finding a specialist

Existing



Digital flipbook

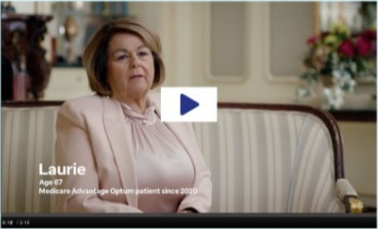
Hear from our patients



Focused on you

Laurie, age 67
Medicare Advantage patient since 2020

Laurie regained her passion for life when she found a doctor who took the time to listen to her. The right care, along with a Medicare Advantage plan has helped Laurie reach her health goals.



Laurie
Age 67
Medicare Advantage patient since 2020


“ I finally found someone that’s I couldn’t believe someone ac about me. Dr. Gokal wanted to and understand.”

Know your numbers

Heart disease is the No. 1 cause of death in the United States. That’s just one example of why it’s important to keep on top of your numbers. Be sure to check in with your doctor every year. That way, you can track your health and catch problems early.


Start by comparing your numbers to the healthy ranges below. Your numbers may vary. We suggest talking to your doctor.

**Don’t know your numbers?**
Schedule a visit with your doctor now.





Where do your numbers fall?

Click below to see healthy ranges for each category:

**Blood sugar**

**Blood pressure**

**Body weight**

**Cholesterol**

Source: American Heart Association


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Pop up screen

Know your numbers

Heart disease is the No. 1 cause of death in the United States. That’s just one example of why it’s important to keep on top of your numbers. Be sure to check in with your doctor every year. That way, you can track your health and catch problems early.

**Don’t know your numbers?**
Schedule a visit with your doctor now.



What is blood sugar?

The average amount of sugar (glucose) in your blood over the past 2 months.

A1c levels¹


Normal: less than 5.7%

Prediabetes: 5.9% to 6.4%

Diabetes: 6.5% or higher


Did you know?
One in 5 people in the U.S. don’t know they have diabetes²

Click below to see healthy ranges for each category:

**Blood sugar**

**Blood pressure**

**Body weight**

**Cholesterol**

The welcome letters will drive to the flipbook experience. Different from the care guides, users will be able to watch videos right in the book, there will be pop outs and gifs.

Not pictured: There will be a printable version for patients who request it.

Optum

52

For Agent Use Only. This communication is not for distribution as a marketing material to the general public.

“Healthy Looks Good on You” Welcome Visit

Goals



Virtual Care

Future State of Health Care – Clinical staff shortages

Provider shortages	Nurse shortages	Other healthcare worker shortages	Burnout/Retirement
<div>124k</div> <div>Shortage of physicians in the U.S. by 2033</div>	<div>1.1 mil</div> <div>Shortage of nurses overall in the U.S. in 2022</div>	<div>29k</div> <div>Estimated shortage of nurse practitioners in the U.S. by 2025</div>	<div>30%</div> <div>Health care workers are considering leaving their profession altogether</div>
<div>83.7 mil</div> <div>People in the U.S. live in a designated primary-care health professional shortage area.</div>	<div>200k</div> <div>Nurses needed to be hired per year to meet increased demand and to replace retiring nurses</div>	<div>3.2 mil</div> <div>Shortage of health care workers by 2026</div>	<div>35%-54%</div> <div>U.S. nurses and physicians have symptoms of burnout</div>

Sources:
<https://www.usnews.com/news/health-news/articles/2022-07-28/staff-shortages-choking-u-s-health-care-system>
<https://www.aha.org/fact-sheets/2021-05-26-fact-sheet-strengthening-health-care-workforce>
<https://time.com/6199666/physician-shortage-challenges-solutions/>
<https://www.aamc.org/news/press-releases/aamc-report-reinforces-mounting-physician-shortage>

Future State of Health Care -- Patient Population



42.4%

increase in the population of people aged 65 and above by 2034.



2035

There will be more seniors aged 65 or older than children aged 17 or younger in 2035.



6 in 1

Adults will have one or more chronic conditions such as diabetes, cancer, heart disease, lung disease, or Alzheimer's by 2035.



35%

of public opinion research survey respondents said they or someone they knew had trouble finding a doctor in the past year or two in 2019.

Sources:
<https://time.com/6199666/physician-shortage-challenges-solutions/>
<https://www.aamc.org/news/press-releases/aamc-report-reinforces-mounting-physician-shortage>

The Value of Virtual Care

59% of providers have left the industry due to burnout in 2023 .¹

25% of physicians clock in between 61 and 80 hours weekly. This did not include any additional work that physicians performed online or at home for patient care.

Patients who experience wait times often give up and do not receive care.²

Delayed or deferred care can put an individual's health at greater risk for complications.



We have a tremendous opportunity to help patients make smart decisions and avoid delays in care by offering Virtual Care tools.

1. <https://www.physicianonfire.com/why-physicians-leave-their-jobs/>
2. American Association of Nurse Practitioners <https://www.aanp.org/news-feed/two-in-five-americans-report-unreasonable-health-care-wait-times> 2023

Barb Eckiss, *Digital Adoption Manager*



- In 2022 graduated from Purdue with an M.S. Health Communication and Organizational Leadership Communication
- Joined the Digital First team in the Fall of 2022
- Specializes in enhancing the teammate and patient experience to increase the adoption of all our tools
- Dedicated to leveraging technology to improve access to care and healthcare outcomes

Optum Virtual Care Tool Box

1

MyChart

2

Symptom Smart

3

Touchless Arrival

4

E-Consults

5

Ambient Scribe

MyChart  | Optum

Easy access with MyChart: Same day virtual care services

Get virtual care now using the app or go online: myhealthchart.com



MyChart

MyChart is an online tool that gives secure access to your online video appointments, medical records, test results and more. This allows you to have a complete picture of your health and make informed decisions about your care.

Online Scheduling

Online scheduling conveniently allows you to schedule appointments through MyChart without having to call the clinic.

E-Visits

E-visits offer a convenient way to get care through secure messaging with a clinician for basic concerns without needing to schedule an appointment, complete a video visit or come into the clinic.

Video visits

On-demand video and **Video visits** are both great options for getting the care you need from the comfort of your home. With On-demand video, you can get a video visit without an appointment. Video visits are scheduled appointments with your physician.

E-Consults

E-Consults allows your primary care provider to quickly consult a Specialty provider about your care. E-Consults help get you answers sooner and may even save you a visit!

Get care 7 days a week without an appointment

Patients want the option to make appointments online, and some top concerns for patients are long hold times and access to care.

Through MyChart, patients can schedule for:



Common seasonal illnesses



Self-help care for 800+ health problems



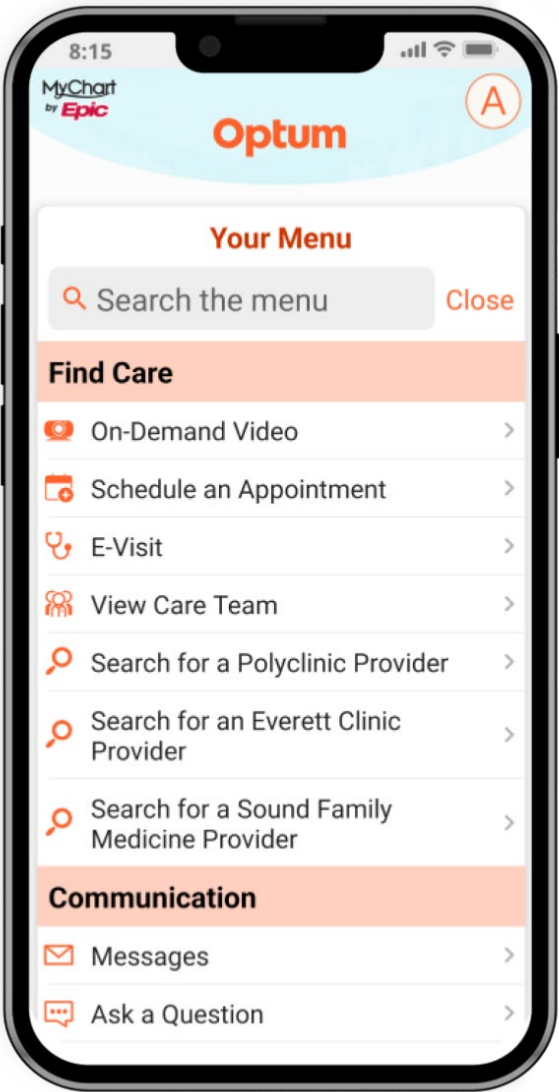
Quick advice from our top local doctors



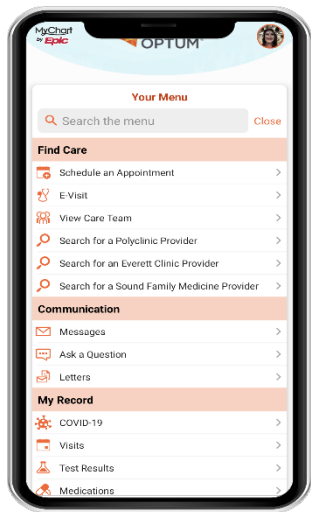
Suggestions on what to do next for your symptoms



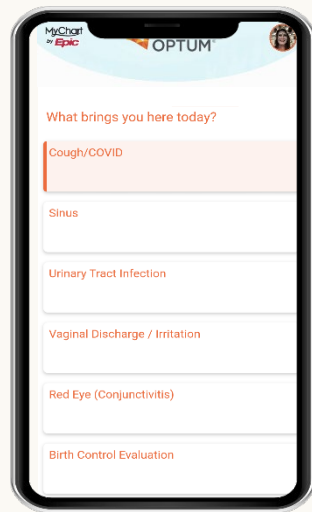
Seeing a doctor on-demand or scheduling a visit with your primary care provider



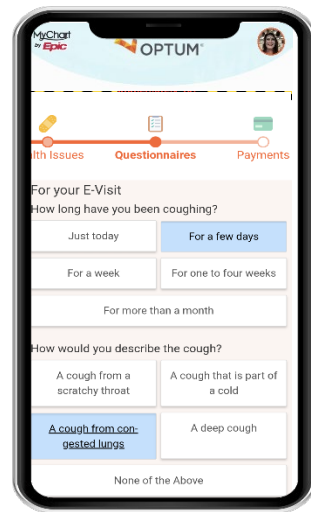
How do E-Visits work?



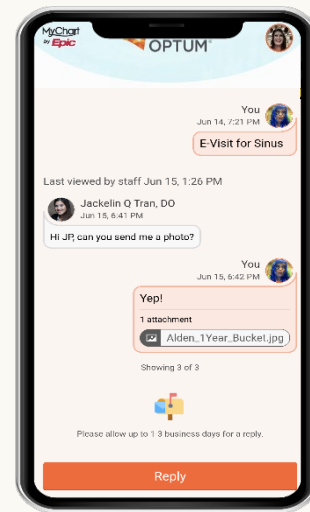
Find Care in MyChart



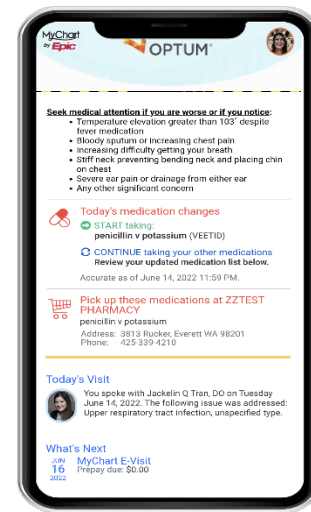
Select Health Concern



Complete
Questionnaire



Communicate with Secure
Patient Messaging



Receive Care without
an Appointment

Video Visits



<https://youtu.be/o0LWuFabipg>


Symptom Smart

Symptom Smart is Optum Care WA's newest digital front door

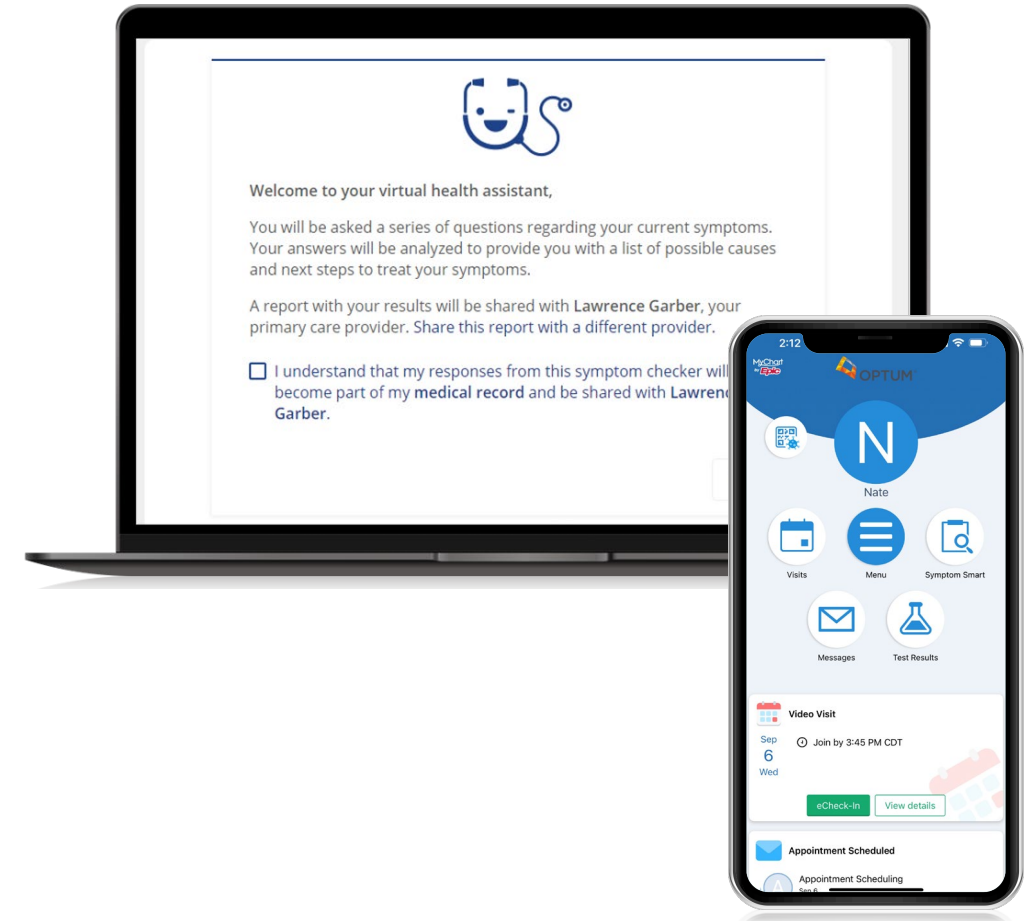
What is Symptom Smart?

 Symptom Smart is an online symptom checker triage tool **integrated with Epic and MyChart**

 Backed by Infermedica's database, it covers **over 1,200 symptoms and 600+ diagnoses** with a triage accuracy over 93%

 Through the tool, patients can **self-assess** their symptoms and receive **personalized care recommendations** based upon their likely diagnoses, including:

- ✓ Self-Care
- ✓ On Demand Video Visit
- ✓ Use an E-Visit to Message a Provider
- ✓ Urgent Care
- ✓ Schedule an Appointment
- ✓ ED/911





MyChart Patient Journey



Patient develops another upset stomach. They sign in to MyChart and use Symptom Smart to see the recommendations. Symptom Smart recommends an **On-demand video visit**.



Patient immediately gets into the On-demand video visit line in MyChart. Patient has their video visit and shares symptoms with their doctor.



The doctor orders prescriptions to ease the patient's stomach upset then uses **e-consult** to send a message the specialist regarding the recurring symptoms.



The patient goes to clinic for their additional tests and awaits the results from their doctor. The patient avoided multiple in-person appointments.



The specialist decides the patient needs further tests and makes recommendations to the patient's doctor. The doctor schedules the appointments for those tests.

Stock photo used.

PreCheck-In & Touchless Arrival

What is PreCheck-In and Touchless Arrival?

PreCheck-in

Allows patients to pre-register online from their mobile device or computer before their visit. They can review contact information, medications, insurance and more.



Touchless-Arrival

Notifies team of patient arrival and allows the patient to skip the line at the front desk.

Why do we do this?



Reduce traffic at the front desk.



Improve collection of patient health records, contact information & copays.



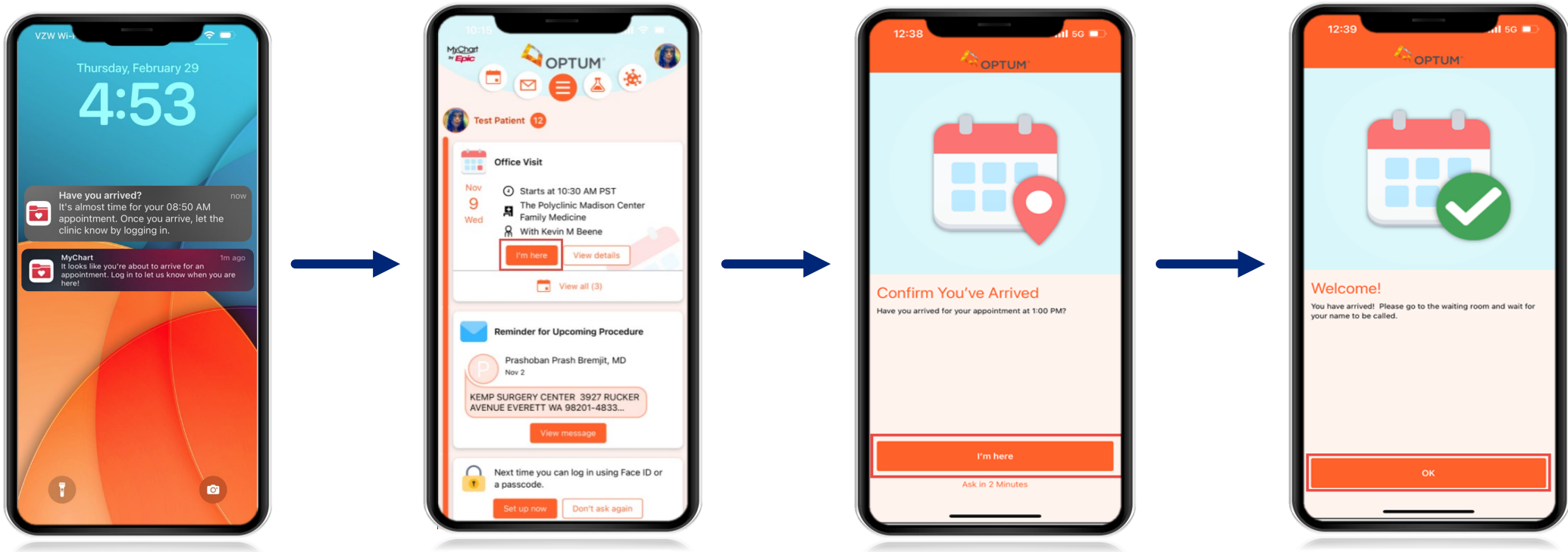
Enhances patient experience by reducing lines & providing easy access to healthcare information.



Ease the burden for staff by streamlining workflows (e.g., medication reconciliation, insurance verification, etc.)

How does Touchless-arrival work for patients?

Patients can enable location services and rely on the **virtual perimeter** to trigger their arrival prompt, log in to **MyChart**, or **visit the front desk** if you have questions.



Appt reminder can be triggered by **time** until appt or **geofence**

Patient taps “I’m here” in MyChart

Patient confirms they’ve arrived

Patient receives confirmation they have arrived and can relax in the waiting room

E-Consults

E-Consults

E-Consults can help patients get answers and access to care sooner than if they were to go through a referral scheduling process (specialties often have long wait times).



Specialty departments offering E-Consults:

- ENT
- Psychiatry
- Comprehensive Pain Center
- Pulmonology
- Cardiology
- Endocrinology
- Urology
- Hematology
- Lipid Clinic
- Dermatology
- Gastroenterology



Response time

Response within 72 hours from the patient's PCP, with recommended next steps resulting from the E-Consult.

Ambient Scribe

Ambient Scribe



75%

Clinicians were able to capture 75% more information and reduce errors to improve documentation quality.



85%

Better experience providing patient care.
Clinicians report a reduction burnout, and they were able to focus on patient care

1. [NEJM Catalyst Innovations](https://catalyst.nejm.org/doi/full/10.1056/CAT.23.0404)<https://catalyst.nejm.org/doi/full/10.1056/CAT.23.0404>

Palliative Care Consults

Megan Delahanty, *Manager Palliative Care Program* ***Optum Care Washington (formerly The Everett Clinic and The Polyclinic)***



- Megan has been working with patients in their last years of life for the past 17 years both in hospital and outpatient. She loves meeting and helping people in this tender and often challenging time of life.
- She has a background as a spiritual care provider on palliative teams. She is currently the manager for palliative care at Optum WA (with a full-time team of seven – and several part time providers).
- For the past seven years, she has been facilitating and teaching specialized communication workshops for providers and nurses to improve how we talk about decline, disappointing outcomes, death and grief.
- She has driven improved end of life outcomes in both the hospital and clinic, ensuring that patients have the right care at the right time rather than crisis care at end of life.

Palliative Care Consults

Palliative Care Consultants help patients and families:



Build a comprehension and understanding of what is medically happening to the patient.



Navigate what to expect as the patient deals with aging.

Palliative Care nurses are available at:

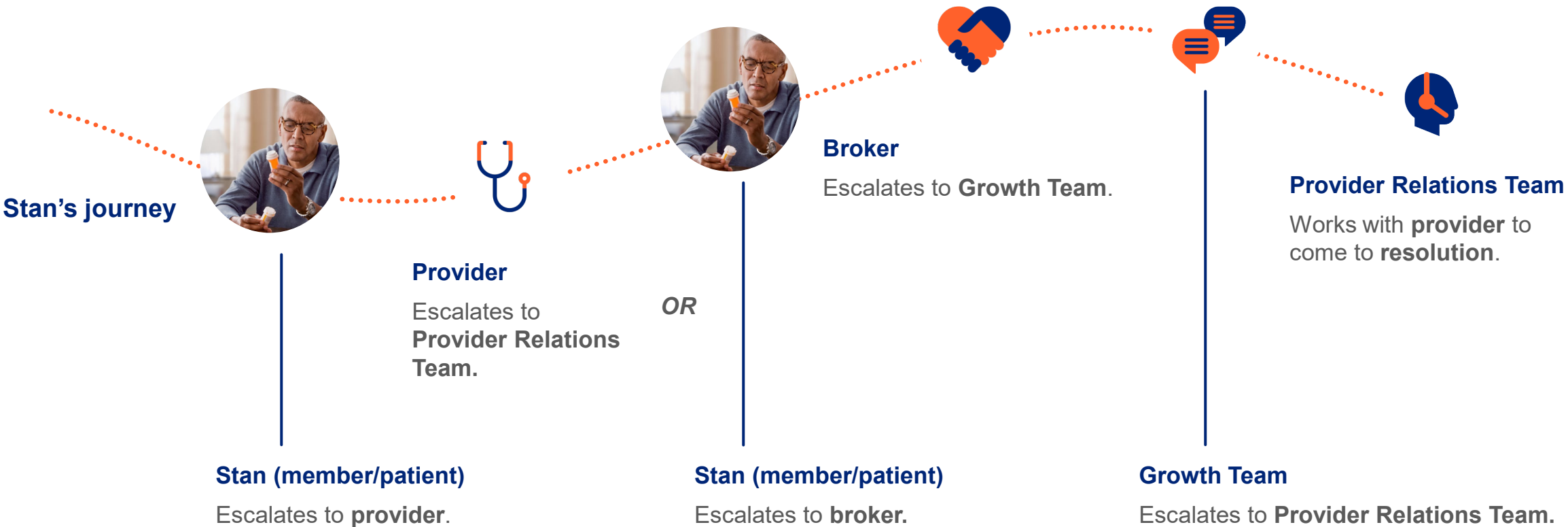
- **Snohomish County**
- **Northern King County (Seattle area)**



Consulting services that specialize in helping patients and family members truly understand the patients' medical condition by creating a thoughtful plan of care for their specific situation.

Optum Care Network Client Issue Resolution Pathway

Optum Care Network Client Issue Resolution Journey



Stock photo used.

Optum Care Washington

(formerly The Everett Clinic and The Polyclinic)

Patient Experience

Nick Leute, *Patient Experience Manager*
Optum Care Washington (formerly The Everett Clinic and The Polyclinic)



- Optum teammate since 2019, overseeing patient experience program at Optum Care Washington
- Background in quality, patient safety, risk management and performance improvement with ambulatory, hospital and payor organizations
- Lead consultant for clinician support

Patient Experience Team

Optum Care Washington (formerly The Everett Clinic and The Polyclinic)



Marcus Rochelle
Director



Nick Leute
Manager



Chantel Carr
Patient Relations Coordinator



Debbie Waddle
Consultant



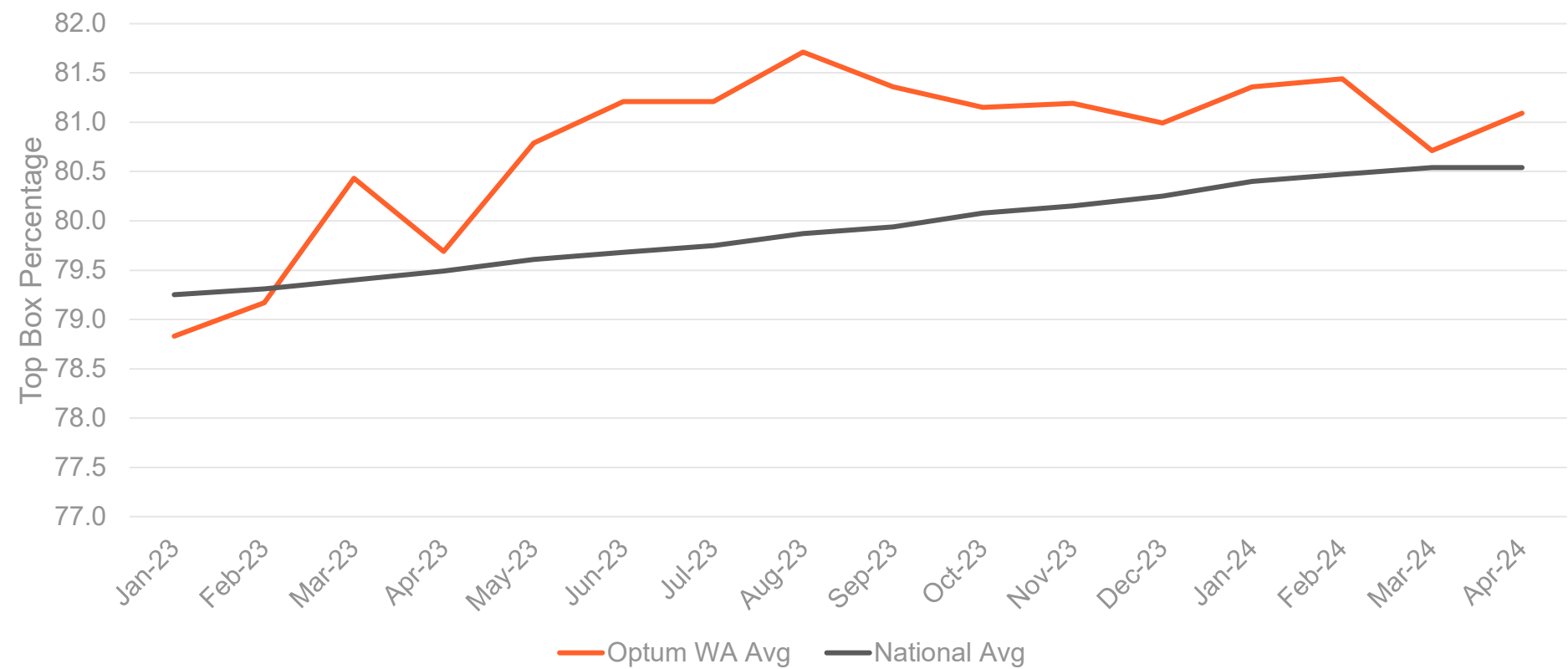
Amy Nealey
Consultant

Patient Experience (PX) West Strategy Framework

Every patient knows the unmistakable difference in their care because they are an Optum Care Washington (formerly The Everett Clinic and The Polyclinic) patient



Overall Experience Performance & Timeline

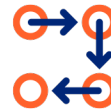


Key Operational Pillars (the “How”) of Patient Experience Across PNW



Clinic/Site Improvement

Partnering with clinic and site teams and leadership to drive improvement within the 4 walls of a clinic. Providing guidance, consultation, recommendation and training



Systems Improvement

Driving patient centered design across in direct and direct patient out of clinic experiences including EMRs, Care Decisioning, Finding Care, Scheduling, Cost/Pricing/Billing, etc



Teammate & Provider Education

Creating the backbone of content for our teams to drive one vocabulary of experience across the west. Building things *once* for teams to the localize.



Voice of the Customer

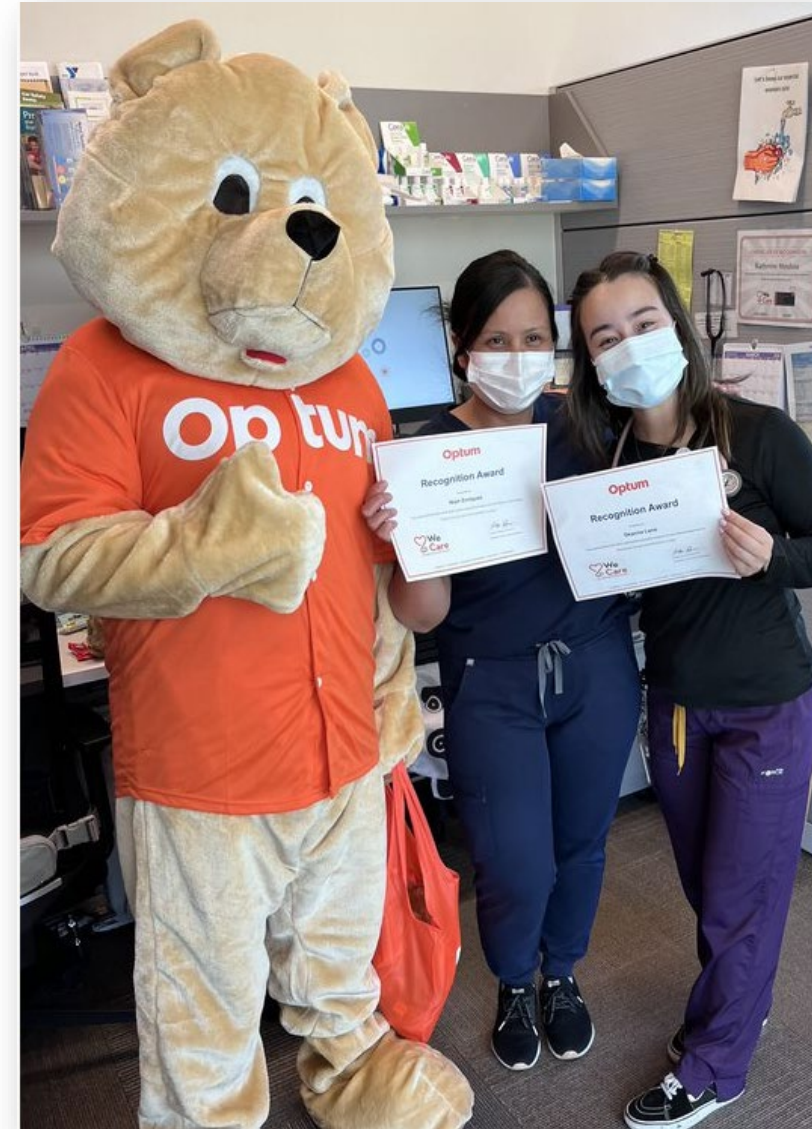
Gathers, analyzes, and acts upon feedback from patients to enhance overall experience and engagement with teams and patients



Service Recovery

Swiftly addresses and resolves any concerns or issues raised by patients to ensure a simple, connected and personal experience

We Care Days



Formerly, The Everett Clinic and The Polyclinic Patient Experience Team



Email: PNWFeedback@optumpnw.com



Phone: (425) 304-1110

How Are We Wired?

As a leader in the healthcare industry, we are **hard-wired** to provide the highest levels of service, quality and safety.

To elevate our patients' experience, we must be **heart-wired** to understand their perception of service, quality and safety.

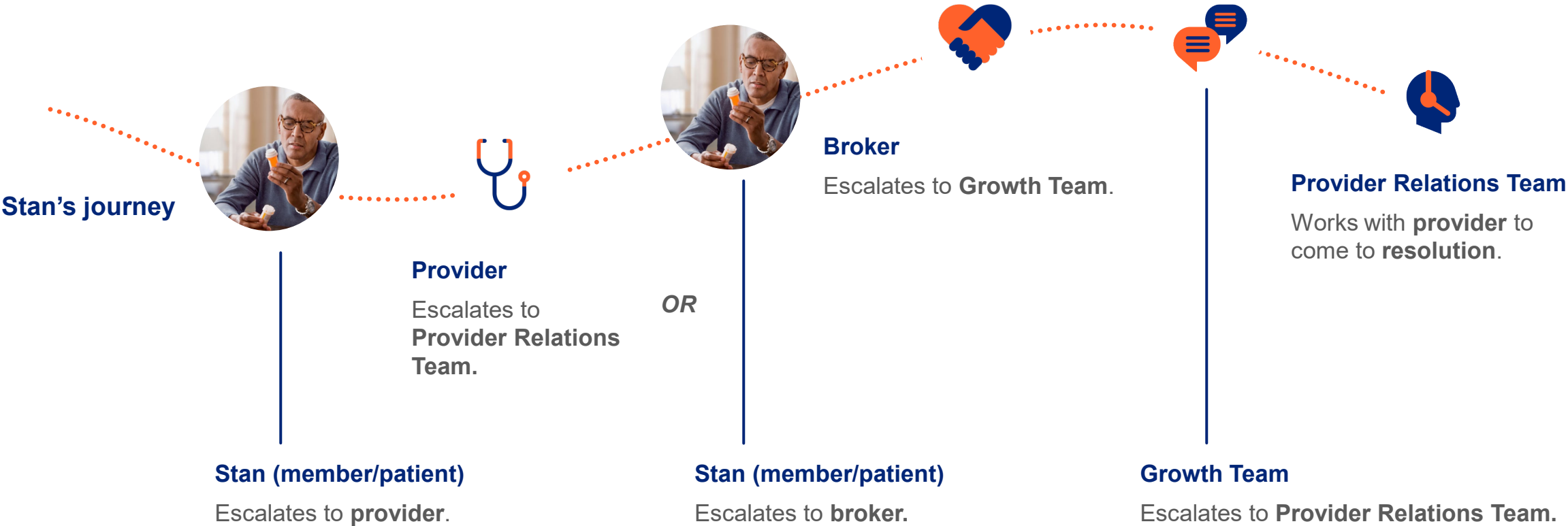
Every one of us with every human interaction, will make an impact in that person's experience. We must all understand that we get to choose to make it a positive one.

Every Person, Every Time



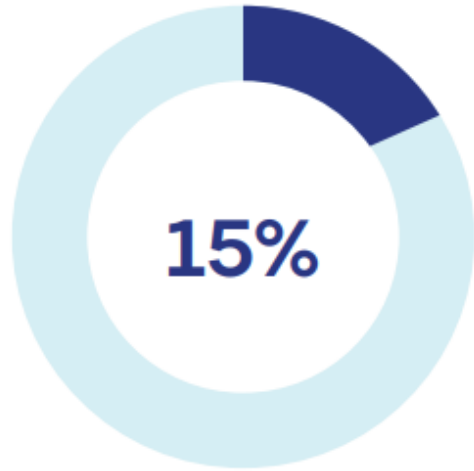
OCN (Contracted) Provider Relations Team

Optum Care Network Client Issue Resolution Journey



Stock photo used.

Value Based Care



2015

Less than 15% of Medicare reimbursements were tied to value.¹



2030

100% of Medicare reimbursements to be tied to value (CMS goal)²

Each year, more patients are covered by ***risk-based health plans.***

Making it work for practices and patients takes extra time, resources and expertise.

Sources:

1. Rev Cycle Intelligence, *Transitioning to value-based care while reducing risks*
2. Health Care Payment Learning and Action Network

What is OCN?



Optum Care Network is a local, physician-led organization with national resources, supporting local practices with programs designed to provide efficient clinical management and improved quality outcomes.

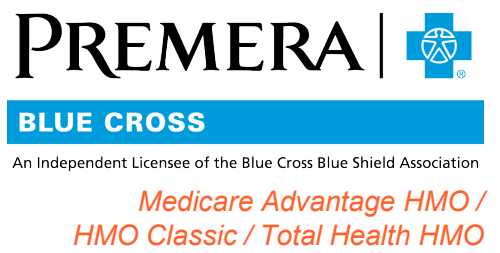
Clinics have support and access to a connected network of community - based primary care and specialty providers that help deliver; high quality, affordable care for patients and profitable practices.

Tammy Cox, Senior Manager, Provider Relations & Contracting Optum Care Network PNW



- Optum teammate since 2020, Sr. manager Provider Relations and Contracting.
- Background in Administrative clinic operations, Claims, Billing, Coding, Contracting, and Credentialing.
- Committed to fostering strong relationships and providing exceptional support to providers to enhance patients' experience and improve health outcomes.

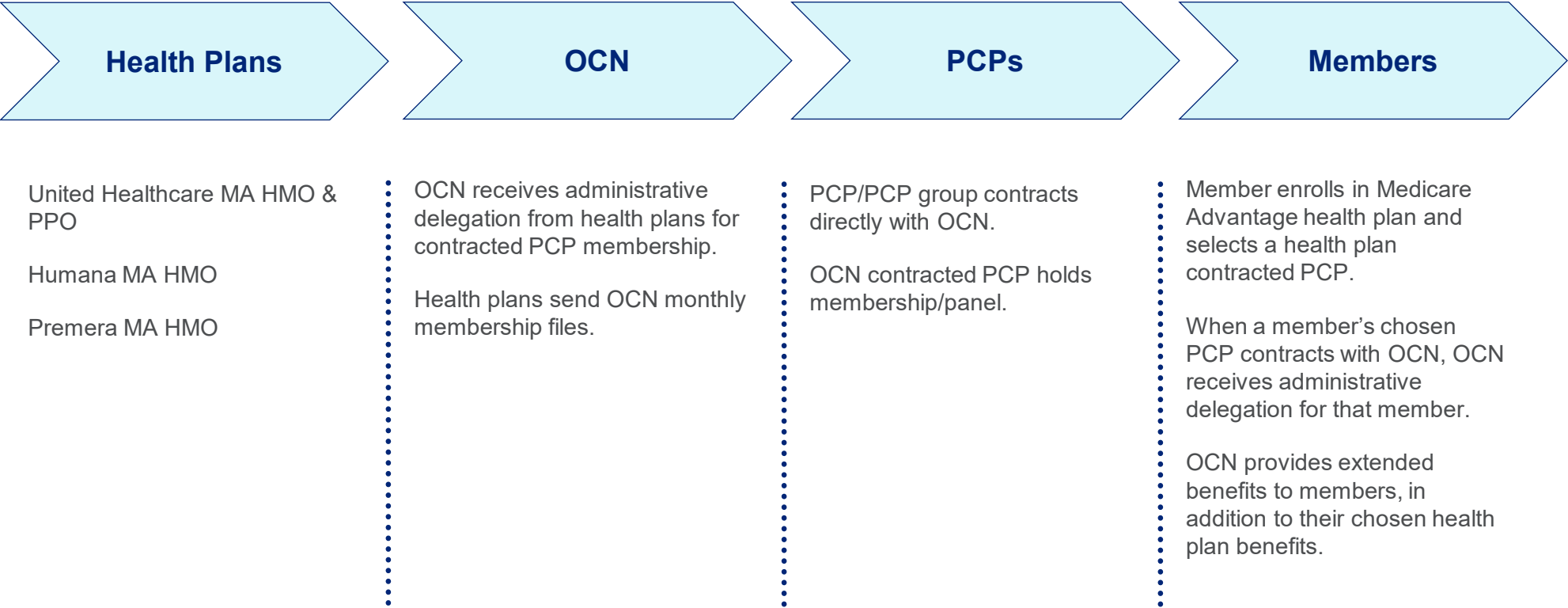
OCN Washington: Participating Health Plans



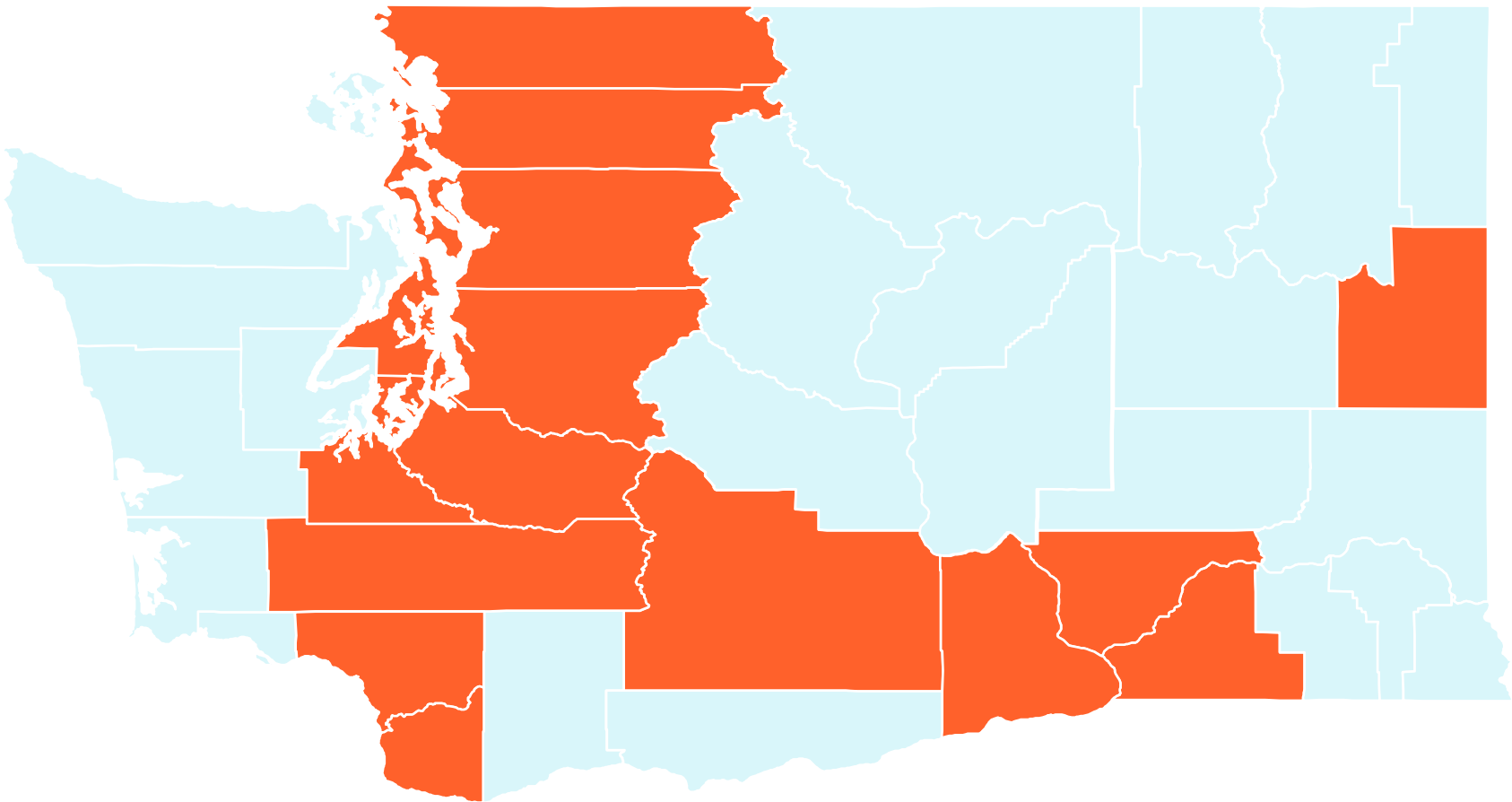
CLAIMS • UTILIZATION MANAGEMENT • CREDENTIALING • CARE MANAGEMENT • QUALITY SUPPORT • GROWTH



How does OCN gain membership?



OCN Washington: Footprint




● Existing
Counties

 **121,199+**
members

 **6,911+**
providers*

 **609+**
facility/ancillary locations

 **150+**
specialty types

* 1484+ PCPs

Updated 07/2023



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Health Plan Member ID Card Examples

UnitedHealthcare

AARP Medicare Advantage Plan 1 (HMO) with Dental

John A Sample

Member Number
123456789-00

RxBIN: 610097 RxPCN: 9999 RxGRP: SHOR

Group Number: HCFA08-DW5 H3865-061-006

PCP: Dr. Jane Sample
PCP: 555-555-5555
Copy: PCP EXX Specialist EXX

UCard™



MedicareR

For Members: myAARPmedicare.com
Customer Service: 1-877-376-3249, TTY 711

Printed Date: 99/99/200X
Plan Year: 200X

For Providers: Optum.com
Provider Service: 1-877-836-6806
Provider Authorization: 1-877-836-6806
Dental Provider: uhdental.com 1-800-888-8888

Payer ID: LIFE1 WEST
Medical Claims Address: P.O. Box 30788, Salt Lake City, UT 84130-0788
Pharmacy Claims: OptumRX P.O. Box 99999, City Name, ST 99999-9999
For Pharmacists: 1-888-888-8888



Card #: 9999 9999 9999 99999 Security Code: 9999

MedicareR

Prescription Drug Coverage

UnitedHealthcare

AARP Medicare Advantage Plan 1 (HMO) with Dental

John A Sample

Member Number
123456789-00

RxBIN: 610097 RxPCN: 9999 RxGRP: COS

Group Number: 90153 H3865-033-009

PCP: Dr. Jane Sample
PCP: 555-555-5555
Copy: PCP EXX Specialist EXX

UCard™




MedicareR

For Members: myAARPmedicare.com
Customer Service: 1-877-376-3249, TTY 711

Printed Date: 99/99/200X
Plan Year: 200X

For Providers: Optum.com
Provider Service: 1-877-836-6806
Provider Authorization: 1-877-836-6806
Dental Provider: uhdental.com 1-888-888-8888

Payer ID: LIFE1
Medical Claims Address: P.O. Box 30788, Salt Lake City, UT 84130-0788
Pharmacy Claims: OptumRX P.O. Box 99999, City Name, ST 99999-9999
For Pharmacists: 1-888-888-8888



Card #: 9999 9999 9999 99999 Security Code: 9999

MedicareR

Prescription Drug Coverage

UnitedHealthcare

AARP Medicare Advantage Choice (PPO) with Dental

John A Sample

Member Number
123456789-00

RxBIN: 610097 RxPCN: 9999 RxGRP: COS

Group Number: 90081 H3226-028-660

PCP: Dr. Jane Sample
PCP: 555-555-5555
Copy: PCP EXX Specialist EXX

UCard™



MedicareR

For Members: myAARPmedicare.com
Customer Service: 1-877-376-3249, TTY 711

Printed Date: 99/99/200X
Plan Year: 200X

For Providers: Optum.com
Provider Service: 1-877-836-6806
Provider Authorization: 1-877-836-6806
Dental Provider: uhdental.com 1-888-888-8888

Payer ID: LIFE1
Medical Claims Address: P.O. Box 30788, Salt Lake City, UT 84130-0788
Pharmacy Claims: OptumRX P.O. Box 99999, City Name, ST 99999-9999
For Pharmacists: 1-888-888-8888



Card #: 9999 9999 9999 99999 Security Code: 9999

MedicareR

Prescription Drug Coverage


United Healthcare Community Plan

Health Plan (80642)

Member ID: Group Number: WAHLOP

Member: BABY BOY
State ID:
PCP Name: LING TAN
PCP Phone: (425)255-0055

Payer ID: LIFE1



Rx Bin: 610494
Rx GRP: ACUWA
Rx PCN: 4600

0501

Administered by UnitedHealthcare of Washington, Inc.

Apple Health

OCN

In an emergency go to nearest emergency room or call 911.



This card does not guarantee coverage. To verify benefits or to find a provider, visit the website myuhc.com/communityplan or call.

For Members: 877-542-8997
NurseLine: 877-543-3409
Behavioral Health Crisis Line: 866-427-4747

For Providers: www.optumcare.com 877-836-6806
Medical Claims: OCN, PO Box 30788, Salt Lake City, UT 84130-0788
Behavioral Claims: PO Box 31361, Salt Lake City, UT 84131-0361

Pharmacy Claims: OptumRX, PO Box 650334, Dallas, TX 75265-0334
For Pharmacists: 877-305-8952

TTY 711
TTY 711

Humana

<PLAN NAME>

A Medicare Health Plan with Prescription Drug Coverage


See Back for Dental CARD ISSUED: MM/DD/YYYY

MEMBER NAME
Member ID: HXXXXXXXXX
Plan (80840) 9140461101
RxBIN: XXXXXX
RxPCN: XXXXXXXX
RxGRP: XXXXX

MedicareR

Prescription Drug Coverage

CMS XXXXX XXX



Set up your member account: Humana.com/myaccount
Member/Provider Service: 1-800-457-4708 (TTY:711)
Pharmacist/Physician Rx Inquiries: 1-800-865-8715
IPA/Center Name: OPTUM CARE NETWORK
Primary Physician: PCP NAME

CLAIMS: PAYER ID LIFE1, PO BOX 30788, SALT LAKE CITY UT 84130
For Dental: Humana.com/sb
Additional Benefits: DEN337 VIS735 HER940
EyeMed Vision: 1-888-289-0595

PREMERA

BLUE CROSS

Name of specific plan

Enrollee Name: FIRST M LASTNAME JR
Enrollee ID: ZNP888888888
Health Plan (80840): 9999999999
Group Number: 12345

Plan: H72-05 XXXX
Medical Network: Medicare Advantage
KIDN: 06456
RXPCN: MEDDADY
RXGRP: EX3644
Network: MM/YYYY

DENTAL, VISION, HEARING MEDICARE ADVANTAGE HMO MedicareR

Members: www.premiera.com/MA

OCN ED Payer ID: LIFE1



Premiera Blue Cross
An Independent Licensee of the Blue Cross Blue Shield Association
Use of this card is subject to terms of applicable contracts, conditions and use agreements.
Providers outside of WA, local plan.
Mail Provider claims to:
Optum Care Network
PO Box 30788
Salt Lake City, UT 84130-0788
PCP Name:
-Enrollee name-
OCN

Customer Service: 888-850-8526
TTY/TDD: 711

Medical Health/Behavioral Health Inquiries: 888-850-8526
Dental Inquiries: 888-850-8526
Vision/Hearing Inquiries: 877-129-8222
24/7 NurseLine: 877-880-6554
Medical Authorizations: 888-412-1477
Dental Provider Services: 888-412-1477
Pharmacist Call: 888-412-1477

Participating Plans

Example ID cards

1. Participating health plan logo
2. Payer ID
3. Network name
4. Plan name
5. Provider services toll-free number
6. Medical claims address



Optum Operations



Care Management

- Discharge and transitions of care
- Outpatient services
- Behavioral health



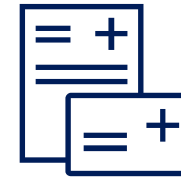
Population Health Management

- Incentive programs to enhance quadruple aim alignment
- Affordability
- HEDIS 4.0+
- Coding and documentation



Utilization Management

- Inpatient care
- No prior authorization required for in-network specialty referrals



Contracting

- Primary care
- Specialty providers
- Facilities



Credentialing

- Provider and ancillary facilities
- Meets NCQA and CMS standards
- Multiple payors (United Healthcare, Premera, Humana, First Choice Health Network)



Claims

- Professional and institutional
- Up-to-date information to manage quality, chronic conditions, and affordability initiatives across the population

Referrals and Prior Authorizations



Prior authorizations should be submitted directly to OCN WA.

OCN WA is delegated to pay claims for certain Medicare Advantage and Medicaid products, and has simplified the process by **removing the requirement for written referrals** for specialists contracted with the below health plan products:

- Humana MA HMO/DSNP
- Premera MA HMO
- UHC MA HMO/PPO
- UHC Medicaid (*W.WA only*)

Prior authorization is **not required** for office visits to specialists who are **contracted** with patient’s associated health plan product.

OCN WA **does** follow the health plans’ prior authorization requirements for certain covered services and will issue the prior authorization on behalf of the health plan. If health plan requires prior authorization, then OCN WA will also require.

2023 Health Plan Prior Authorization Guide

In-Network (Office Visits) (OCN or Plan contracted):
OCN PCP to OCN or Plan contracted specialist referrals for office visits do **not** require precertification
OCN or Plan contracted specialist to OCN or Plan contracted specialist do **not** require precertification

2023 Prior Authorization Requirements:

	Servicing Provider: OCN Contracted/ Plan Contracted (Provider is contracted with OCN or the health plan)	Servicing Provider: Non-Contracted/Non-Par (Provider is not contracted with OCN or the health plan)
UnitedHealthcare (Medicare PPO/HMO and Medicaid)	Follow UHC PA Guidelines UHC PA List Applies	All services provided by non- contracted providers require prior authorization (except for emergencies, urgently needed services when the network is not available, and dialysis).
Premera	Follow Premera PA Guidelines Premera PA List Applies	
Humana	Follow Humana PA Guidelines Humana PA list applies	

Example 1: Premera MA HMO patient schedules office visit with contracted Premera MA HMO specialist. No prior authorization or health plan referral required by OCN.

Example 2: Humana MA HMO or DSNP patient schedules office visit with non-contracted Humana MA HMO or DSNP specialist. Prior authorization required by OCN.

Example 3: Humana MA HMO or DSNP patient schedules office visit with non-contracted Humana MA HMO or DSNP specialist, however, specialist is contracted with OCN. No prior authorization required by OCN.

** Prior authorization requirements are subject to future changes.*

Health Plan/Payer Delegation

Health Plan	Benefit Plan	Claims	UM	Credentialing
UHC	Medicare Advantage HMO	Optum Care Network	Optum Care Network	Optum Care Network
UHC	Medicare Advantage PPO	Optum Care Network	Optum Care Network	Optum Care Network
UHC	Medicare Advantage DSNP*	UHC	UHC	UHC
UHC	Medicaid	Optum Care Network	Optum Care Network	Optum Care Network
Humana	Medicaid Advantage HMO	Optum Care Network	Optum Care Network	Optum Care Network
Humana	Medicare Advantage DSNP	Optum Care Network	Optum Care Network	Optum Care Network
Humana	Medicare Advantage PPO	Humana	Humana	Optum Care Network
Premera	Medicare Advantage HMO	Optum Care Network	Optum Care Network	Optum Care Network
First Choice Health	N/A	First Choice Health	First Choice Health	Optum Care Network

Health Plan/Payer Delegation

Health Plan	Benefit Plan	Behavioral Health	Routine Vision	Dental	Chiro	PT/OT/ST	Transplant	Hospice
UHC	MA HMO	Optum Behavioral Health Payer ID: 87726	UHC	UHC	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	UHC	CMS
UHC	MA PPO	Optum Behavioral Health Payer ID: 87726	UHC	UHC	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	UHC	CMS
UHC	MA DSNP	UHC	UHC	UHC	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	UHC	CMS
UHC	MEDICIAD	United Behavioral Health	UHC	UHC	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	Optum Physical Health Network <i>OCN pays claims</i> Payer ID: LIFE1	UHC	UHC
Humana	MA HMO	Optum Care Network Payer ID: LIFE1	Optum Care Network Payer ID: LIFE1	Humana	Optum Care Network Payer ID: LIFE1	Optum Care Network Payer ID: LIFE1	Humana	CMS
Humana	MA DSNP	Optum Care Network Payer ID: LIFE1	Optum Care Network Payer ID: LIFE1	Humana	Optum Care Network Payer ID: LIFE1	Optum Care Network Payer ID: LIFE1	Humana	CMS
Humana	MA PPO	Humana	Humana	Humana	Humana	Humana	Humana	CMS
Premera	MA HMO	Optum Care Network	Optum Care Network Payer ID: LIFE1	Premera	Optum Care Network Payer ID: LIFE1	Optum Care Network Payer ID: LIFE1	Premera	CMS

Amanda Foss, Associate Director Network Management

Optum Care Network PNW



- Optum teammate since November 2020.
- Background in clinic operations and value-based care performance in both independent PCP groups and large hospital systems.
- Committed to assisting our network practices to succeed in value-based care and allow them the opportunity to spend more time with patients and improve outcomes.

Dedicated Local Practice Support

Practice Engagement Manager & Network Medical Director Team

Provides support, training and problem-solving.









Ensures tools and technology are working and is on hand to help these practices with the demands of value-based care; such as;

- Ensuring accurate coding and documentation
- Closing quality gaps
- Improving the patient experience

Additional Team resources;

- Network Relations Managers
- Quality Improvement Consultants
- Clinical Educators

Administrative simplicity: multi-payor, local, one-stop shop

-  Contracting
-  Credentialing
-  Claims processing
-  Care management
-  Quality support
-  Growth and retention
-  Faster claims/prior authorization/credentialing time
-  Increase in STARS ratings and HEDIS quality

Patient needs continue to increase, requiring greater coordination, care and monitoring.

Optum Care Network team can provide an added layer of services so that patients, especially those with complex conditions, get the extra support they need, when and where they need it, keeping the doctor in the loop every step of the way.

- Social workers address non-medical issues such as lack of transportation or housing, food insecurity and social isolation.
- Care managers to help with coordination of care for patients with complex needs.
- Home visits, to provide urgent care and conduct comprehensive exams.

Getting patients to the additional care they need



Patient data is analyzed to determine additional services needed.



Services include:

- Disease management programs
- Post-discharge support
- Extra outreach and monitoring



Optum helps you connect patients with high-quality, vetted programs.

Data and Analytics



Claims based analytics



Risk-stratification



**Quality Measures for
preventive care**



**HIE access and interface
(Transitions of Care, Post-
Discharge PCP visits,
Proactive patient outreach)**



**Analytics tools for PCPs to
enable optimal medical
decision-making**



Access and Availability

Optum Care Network locations



Northwest region:

Island (6)
Skagit (6)
Whatcom (2)

Puget Sound region:

King (107)
Kitsap (15)
Pierce (42)
Snohomish (27)
Thurston (8)

Southwest region:

Clark (10)
Cowlitz (2)
Lewis (6)

Eastern region:

Benton (3)
Franklin (expansion)
Spokane (17)
Walla Walla (expansion)
Yakima (5)

Western region:

Mason (2)

Medicare Advantage Plans Delegating to OCN WA

- Aetna Boeing Retiree Medicare Advantage
- Humana Medicare Advantage **HMO & D-SNP**
- UnitedHealthcare Medicare Advantage **HMO, PPO**

OCN clinics do not automatically contract with every delegated partner and plan.
Most accept multiple payors and plans.



Acute Care At Home

Victoria (Viki) Zhu, MSN, RN, *Director for Complex Care*

Optum Acute Care at Home



Live in Mukilteo, WA

With two kids (Elementary), husband (Boeing). I'm "equipment manager" for Soccer.

10+ years in healthcare

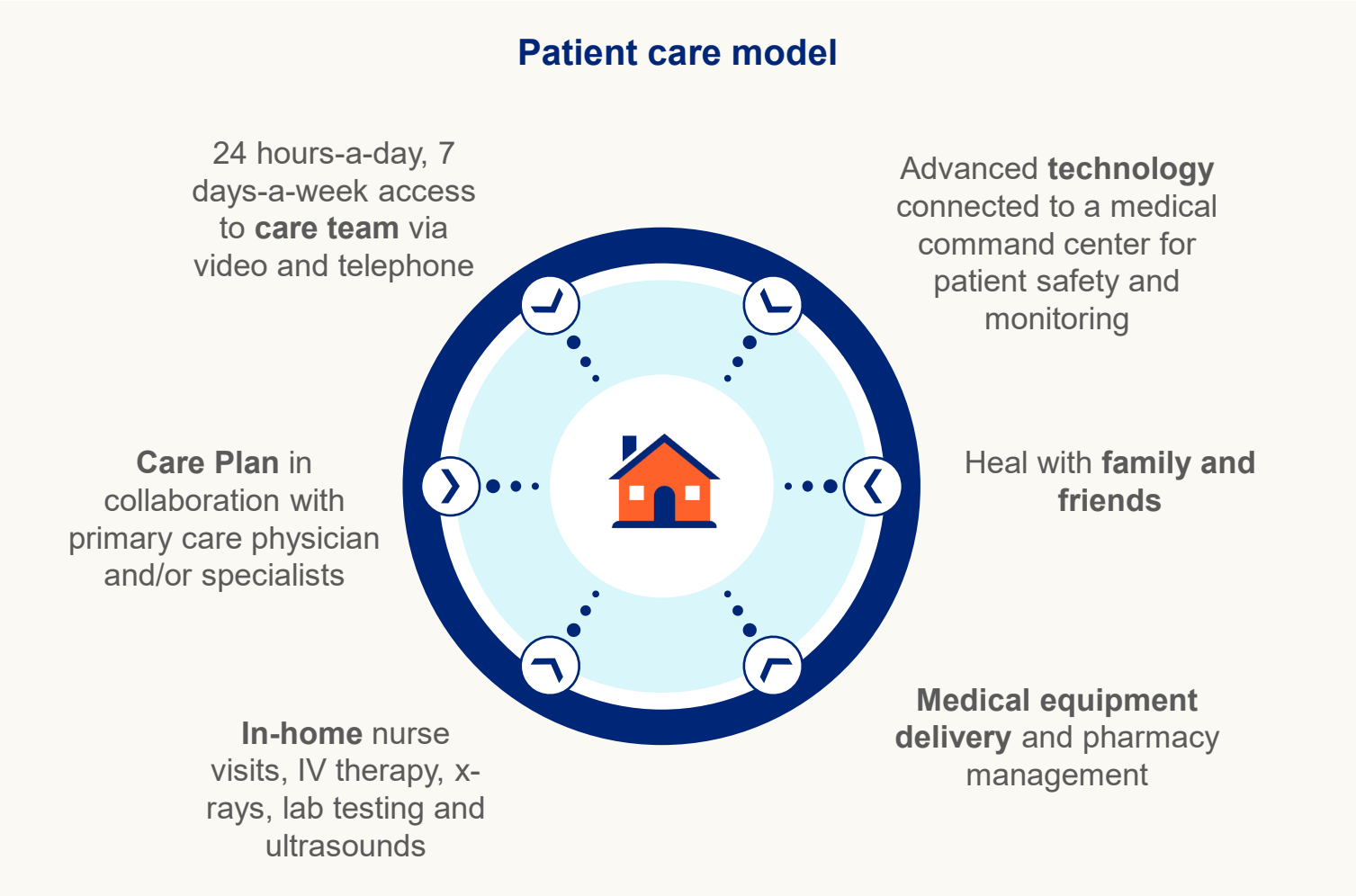
Float Nurse, Pediatric Nurse, Triage Nurse, Lead Nurse, Nurse Manager

Coollest project to date: launching virtual hospital

Doctoral candidate, Nursing Practice, Population Health Leadership, 2024



Optum Acute Care at Home*



Bring healing **home** around family and friends with care that comes to our patients.



Patients cared for in their homes report higher levels of **satisfaction** than those who stayed in the hospital.

**This program is available to patients who meet clinical and program requirements determined by their provider.*

Services overview video



<https://www.youtube.com/watch?v=pmNBk60xl10>

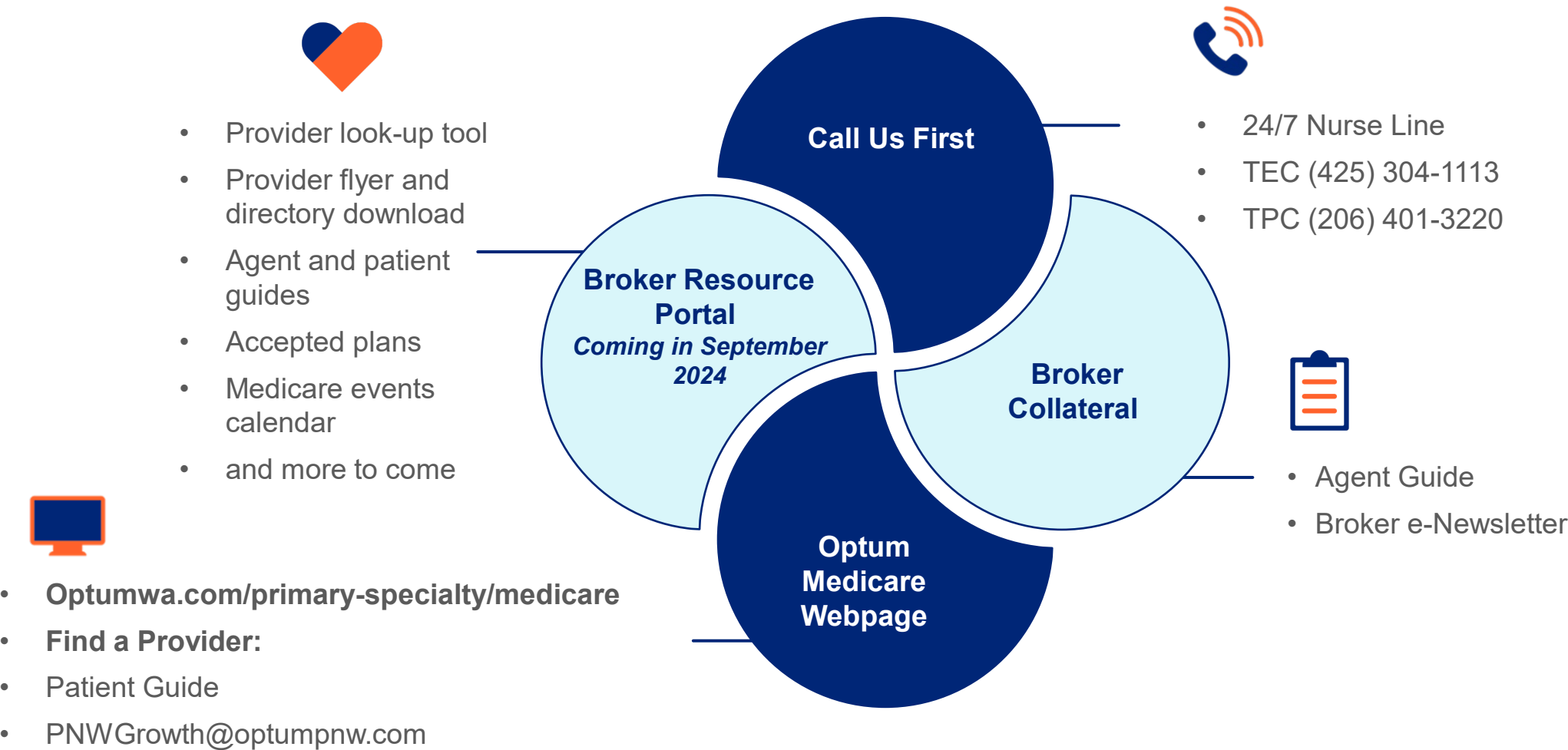
Patient testimonial video – Jim's story



<https://youtu.be/uImB7Ixbhc0>

Optum Broker Support Tools

Broker Support Tools



Call Us First (CUF)



What is Call Us First (CUF)?

A dedicated phone line created for Medicare Advantage delegated patients to care services including medical advice, appointment scheduling, prescription refills, referrals, and transportation requests.



Who qualifies?

Medicare Part B patients and delegated Medicare Advantage patients



Who is the CUF team?

The team consists of PSRs, RNs, and certified care management RNs (RN CCMs).



What are the CUF telephone numbers?

The Everett Clinic – 425-304-1113,
The Polyclinic – 206-401-3220

Broker Collateral



Optum – Washington agent guide

Discover how we can make a difference for your Medicare Advantage clients.

Compassionate care for your clients



We specialize in caring for adults age 65+. You specialize in helping your clients find the best Medicare plan for their individual needs. Together, we can improve your clients' health and well-being through quality care that's affordable and accessible.

Who is Optum?

We're a family of dedicated physicians working together to help people across the nation live healthier lives. Our networks include:

-  **68,000**
Doctors and advanced practice clinicians
-  **1,500**
Neighborhood clinics across 17 states offering high-quality primary and specialty care
-  **20 million**
Members who trust us with their care
-  **100+**
Insurance carrier relationships offering the most comprehensive Medicare plan choices
-  **455,000+**
Medicare Advantage members

What does Optum do for your clients?

You want the best for your clients, and we do too

Our doctors focus on building deep relationships with each patient and spend time listening to their concerns and answering all their questions.

We elevate well-being. With a personalized action plan, each patient can keep on top of their health issues and prevent new ones.


Our teams from across the health care landscape work together to innovate and simplify the care delivery process. Your clients can feel better about care that's more predictable and affordable.




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Broker newsletter samples



January Agent Newsletter



The Optum Difference webinar

Save the date

Join us for one of four sessions upcoming webinars to learn what makes Optum's care model so unique:


- Tuesday, February 6, at 10 am or 1 pm
- Wednesday, March 6, at 10 am or 1 pm

Each webinar will be facilitated by Heather Tomsen-Groves, Growth Manager, Agents:

- Optum national and local overview
- Why value-based care
- Member/patient care programs
- Optum-affiliated clinics (OCH)
- Market growth opportunities

Rsvp below: Questions? Contact prmgrowth@optumrsw.com.

[RSVP TODAY](#)



E-visits available through MyChart

Easy care for your clients


For an easy way to get care without leaving home, tell your clients about e-visits. E-visits are available 24/7 and allow patients to receive expert care quickly without an appointment.

Tell your clients how easy it is to schedule an e-visit:

1. Open MyChart on your mobile phone or laptop.
2. Click on the menu, then scroll down and click on "e-visit."
3. Follow the directions and answer questions about your medical problem.

Learn more about the benefits and affordable cost of this convenient care option.

[E-VISITS](#)




Provider Spotlight

Meet Vanessa Tong, MD


Meet Vanessa Tong, MD, a Family Medicine physician at The Everett Clinic at Eastside in Bellevue.

Dr. Tong enjoys developing long term relationships with her patients and taking care of the whole family's health and well-being. Her philosophy of care is to give up-to-date, quality medical care that will promote her patients overall health and well-being. She wants her patients to be safe and healthy.

[MEET THE DOO](#)



March Agent Newsletter




The Everett Clinic Stanwood grand re-opening

Clinic refresh allows for more primary care providers

The Everett Clinic Stanwood recently celebrated the completion of their remodel with Optum Washington senior leadership and their care teams. The entire building was refreshed, including new flooring, paint, cabinetry and furniture over a nine-month period. Additional exam rooms were also added to accommodate more primary care providers.

The grand opening event included speeches from Drs. Ingrid Deacon and Steve English. Team members and clinicians received Optum swag and "Go Red" t-shirts for American Heart Month.

[MORE INFO](#)




Symptom Smart with MyChart

Inform your clients about our latest digital tool

Symptom Smart is our newest way to access support online, 24/7. Patients simply answer a few questions about their symptoms and medical history. It reviews the patient's responses based on 800+ medical and behavioral conditions.

Symptom Smart then provides personalized care recommendations that may include self-care options and/or recommend that the patient schedule an e-visit, on-demand video visit, or an in-person appointment through MyChart.

[CHECK IT OUT](#)




Meet Dale Miyazaki, MD

Now accepting new patients

Dr. Miyazaki is currently accepting new patients. He believes that keeping the entire family unit healthy is key to the health and happiness of each family member.

He enjoys working with families to ensure they're healthy and happy throughout life. He values the partnership with parents and their children. He arrives to address, and if possible, answer all his patients' questions.

[MEET THE DOO](#)



MyChart paperless billing

Effective March 25

Please inform your clients we are changing to paperless billing statements for all MyChart users starting March 25, 2024. This means MyChart users will automatically be enrolled in paperless billing statements and will no longer receive them in the mail.

When a new billing statement is issued, patients will be notified via the MyChart app and the email linked to their MyChart account. Patients must have a MyChart account to use paperless billing. Paperless billing offers a convenient, secure way to manage the patient's account and greatly reduces paper waste.

[GET THE PAGE](#)

Patient tools



Optum - Washington patient guide
Health care for a better life



Stopping health problems before they start
Our goal is to stop health problems before they ever start. We do that by helping you:

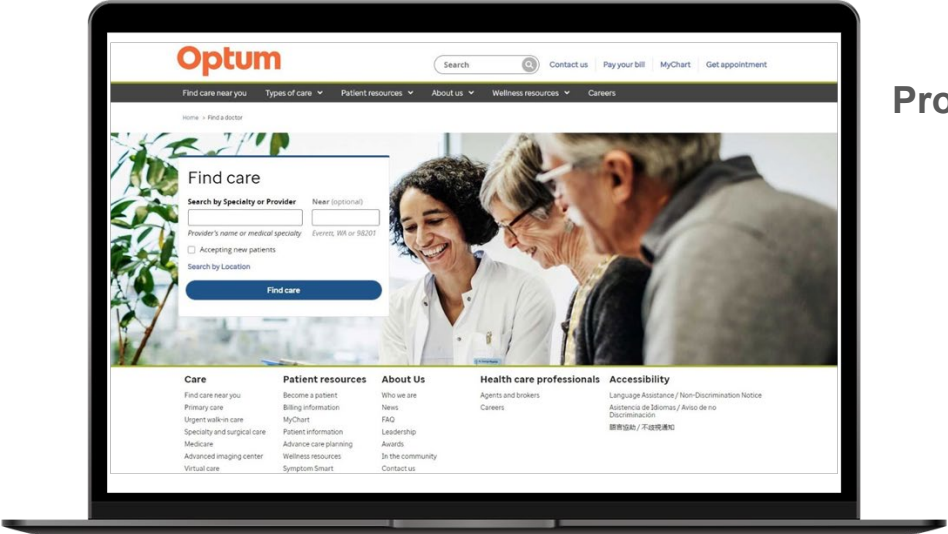
- Take care of health issues you already have so they don't get worse
- Keep up to date with screenings
- Get more time with your doctors
- Get the appointments you need

Well-being
We offer home-health choices, social support and more. We're here to support the whole you.

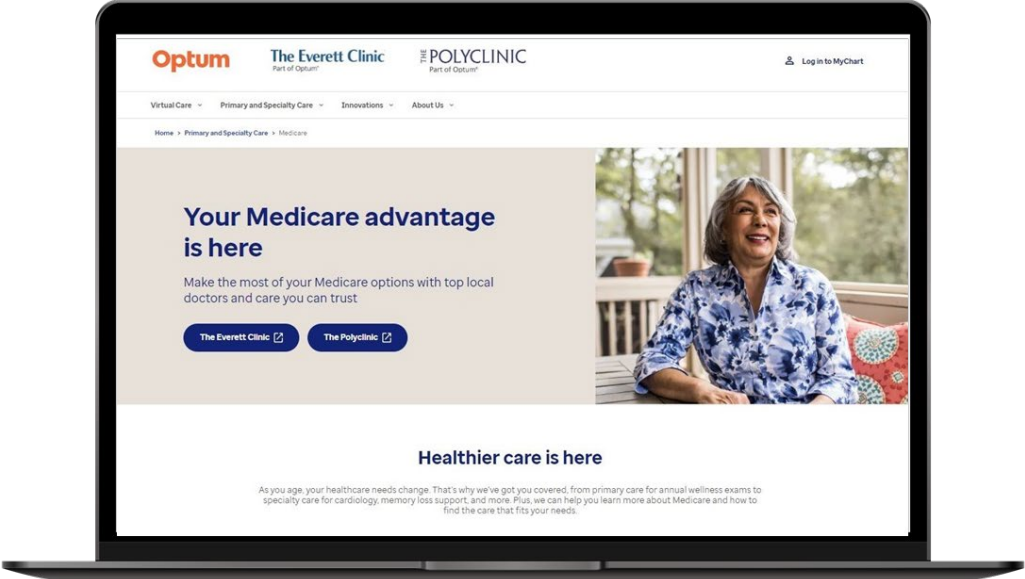
The right care at the right time
From virtual care, walk-in clinics and specialty care, we're here to help keep your health on track. All while working together to help you reach your health goals.



Patient guide



Provider Look Up tool



OptumWA.com
Medicare web page



Important web links to save



OptumWA.com/primary-specialty/medicare



everettclinic.com/provider-lookup.html

polyclinic.com/provider-lookup.html

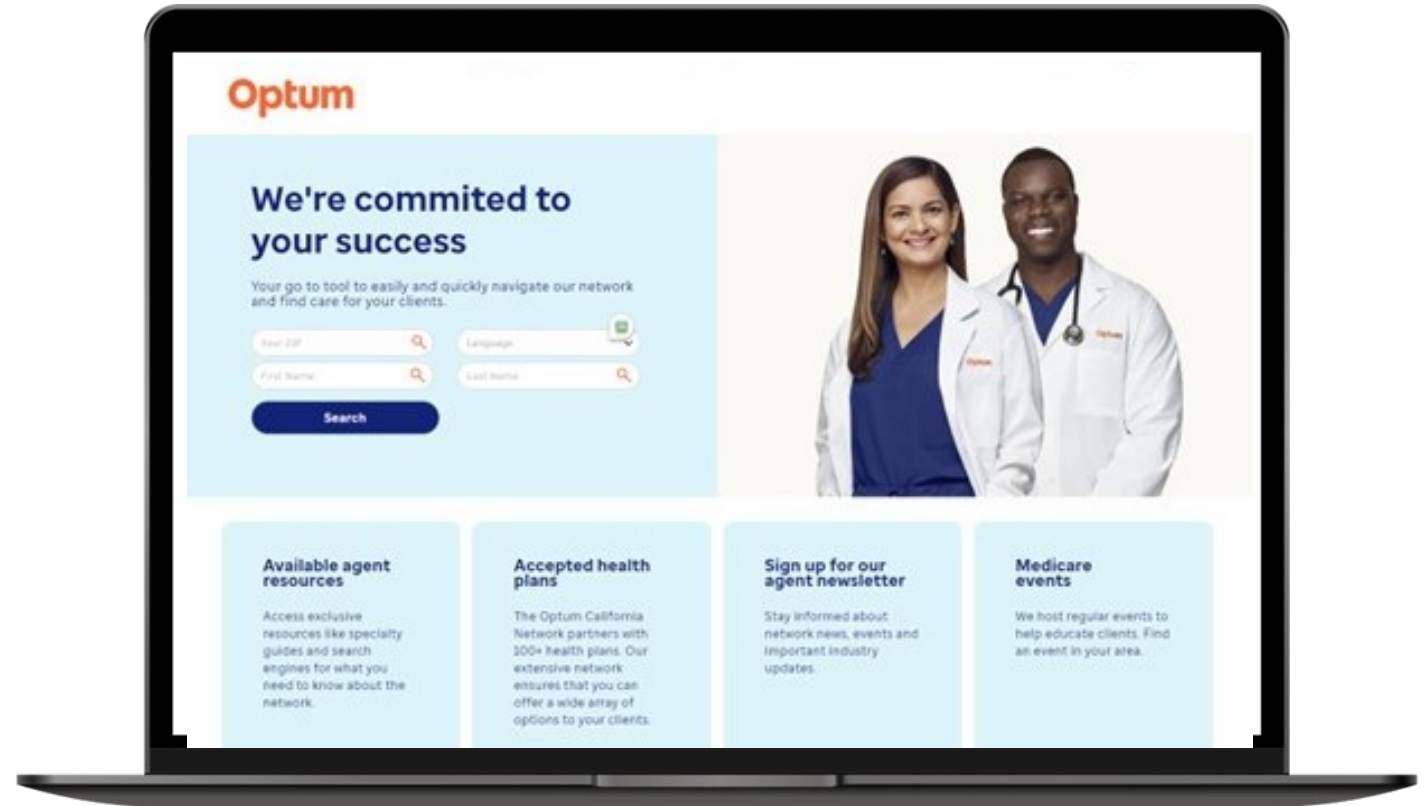


Email: pnwgrowth@optumpnw.com

Coming in late September 2024

Broker Resource Website

- Provider look-up tool
- Provider flyer and directory download
- Agent and patient guides
- Accepted plans
- Medicare events calendar
- and more to come



In-clinic Optum branded broker desk mock-up



Optum

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