

Innovation: Unlocking the future of health care

Innovations from UnitedHealth Group
in the last 12 months:



Spring 2012

Empowering consumers

Online Microvolunteering Program: UnitedHealth Group's Office of Social Responsibility has combined technology with volunteering to create sparked.com, a new website that allows users to contribute to causes and organizations they care about with skills-based volunteering in small time increments. Sparked leverages employees' skills and can be done entirely online. In as little as 15 minutes worked into personal schedules during breaks, over lunch, or outside of work, people can participate in "microvolunteering."

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.

Building a better health system

Project NOT ME Diabetes Prevention: Project NOT ME is a research study for adults who may be at risk for developing type 2 diabetes, and includes 300 participants in Philadelphia, Pa., and Knoxville, Tenn. The program lasts for 12 months and includes weekly home-based activities at the start of the program, concluding with follow-up and maintenance activities. It aims to teach evidence-based strategies for healthy eating, being active and dealing with day-to-day situations in a healthier way.

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 OptumTM, 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.

Driving affordability

Kickoff to Good Health: In July, Community & State members, including covered families and children as well as aged, blind or disabled Medicaid populations in Ohio, will participate in a program called Kickoff to Good Health that will reward new members for getting the checkups they need. Members will be offered a chance to earn up to \$100 in benefit credits, which can be used to order personal health care products from the Kickoff to Good Health catalog.

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.

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

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

Improving quality and access

Healthy Saver Program: UnitedHealthcare Medicare & Retirement is developing a program that rewards members with money-saving opportunities that may help them lead a healthier lifestyle. Healthy Saver is a retail-based consumer discount program that will deliver valuable offers on necessities like over-the-counter medications and wholesome foods to approximately 200,000 Medicare Advantage members in North Carolina later this year.

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.

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.

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