OPTUM IQ™

Shared intelligence sparks brilliant solutions.

OptumIQ™ powers intelligence across the health care system and is infused into all our products and services. It represents our unique combination of data, analytics and health care expertise.

Advancements in technology are revolutionizing how health care operates. In fact, 30 percent of the world's stored data is generated in health care, yet many organizations lack the experience and tools to realize the full potential of available information.[1]
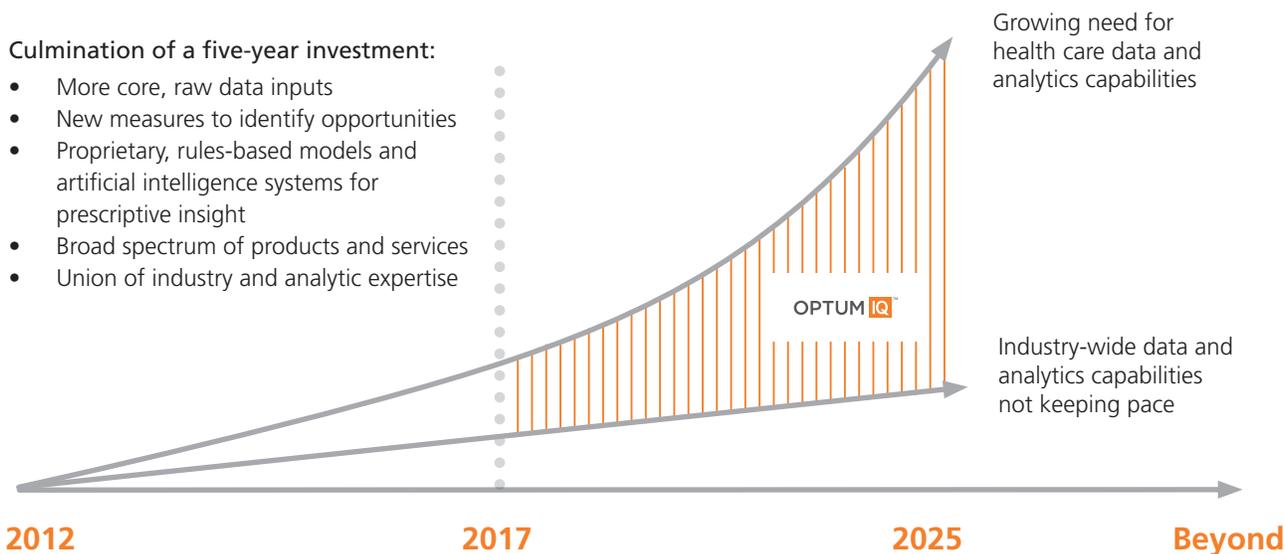
Making data possibilities a reality

Managing the volume of data across multiple formats, including unstructured information, and an ever-growing range of sources, makes it difficult to extract insights that inform the next best action and drive higher performance. Stakeholders across the industry want relevant information at their fingertips to improve how they access, manage and pay for care and therapies. Combining human understanding with technology, deep learning is positioned as the way of the future. But health care needs practical solutions that can solve today's demands.

Optum® is bridging the gap: The right investments for today and beyond

Culmination of a five-year investment:

- More core, raw data inputs
- New measures to identify opportunities
- Proprietary, rules-based models and artificial intelligence systems for prescriptive insight
- Broad spectrum of products and services
- Union of industry and analytic expertise

Growing need for health care data and analytics capabilities

OPTUM IQ™

Industry-wide data and analytics capabilities not keeping pace

2012   **2017**   **2025**   **Beyond**

OPTUM®

1. Huesch M, Mosher T. Using it or losing it? The case for data scientists inside health care. *NEJM Catalyst*. Retrieved from http://catalyst.nejm.org/case-data-scientists-inside-health-care/.
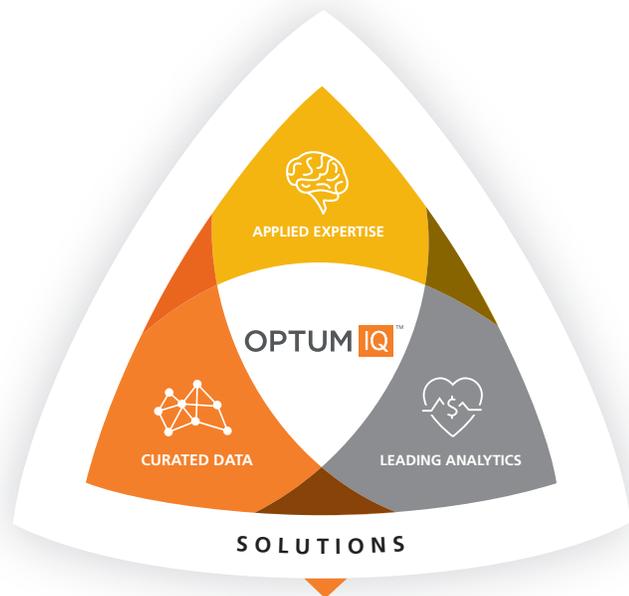
Optum is staying ahead of the developing story around artificial intelligence, ignoring the hype and incorporating the major advantages of machine learning, deep learning and rules-based models. Because we lead from within the health care industry, our 26,000 data and analytics experts, combined with multi-disciplinary teams of clinicians, actuaries and researchers, ensure that our solutions keep pace with the continuous changes in consumer demands, government regulations and market expectations unique to health care. We listen and learn from our clients, understanding what works and why, and incorporate findings from the field into our body of knowledge.

How it works

OptumIQ is at the epicenter of the health care system, powering health care intelligence for a modern world. By combining, refining, validating and continually enriching billions of data points from across the system, OptumIQ provides a comprehensive view while delivering dynamic and multi-dimensional insights that get smarter every day.

Our innovations in AI, including natural language processing, machine learning and deep learning, provide tangible solutions because they are made by experts, for experts. Our practicing technologists, data scientists, actuaries and clinicians use insights to create advanced analytics that anticipate change and guide action in ways others simply can't envision.

HEALTH CARE INTELLIGENCE

APPLIED EXPERTISE

OPTUM IQ™

CURATED DATA   LEADING ANALYTICS

SOLUTIONS

Population Analytics | Advocacy and Care Management | Pharmacy Care Services
Risk, Quality and Network Solutions | Payment Integrity | Revenue Cycle Management
Life Sciences Data and Tools | Advisory Services

CLIENTS WE SERVE

Employers, Government, Health Plans, Life Sciences, Providers, Individuals and Families

CURATED DATA
Build a common language.

We start by integrating disparate data sources from across the health care system. Embedded in this curation process are steps to standardize and link the data at a person level, so that we can create a comprehensive view of quality, cost, access and satisfaction at both an individual and population level. Although the size of our data assets is impressive, it's the enrichment and curation that make them unparalleled in the industry.

LEADING ANALYTICS
Innovate with purpose.

We apply metrics and measures that look for patterns in quality and outcomes, consumer behavior; cost, risk and utilization; and operational performance to transform data into insights. Our library of analytic building blocks has been fine-tuned for 20 years and our multi-disciplinary team of experts update it constantly, so it reflects industry best practices, changing regulations, and technology advancements, such as artificial intelligence.

APPLIED EXPERTISE
Guide action for success.

Combining highly curated data and industry-leading analytics with our domain expertise in health care enables us to move our clients along the analytics maturity curve, from traditional models to artificial intelligence. Our teams of applied experts and analytics platforms yield insights that explore what will happen in the future, so our clients can take the right action today.

OPTUM® optum.com

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Contact us:

For information about how solutions with OptumIQ can help your organization, please call 1-800-765-6705 or email iq@optum.com.