

## NCQA-accredited wellness solutions for health plans



Your member population deserves consumer-centric solutions tailored to their needs, so they can live their best lives while reducing risks and lowering costs.

Our flexible platform delivers program strategies by lines of business in order to meet CMS and state compliance regulations.

A personalized live coaching and mobile-web experience supports the well-being of your members, which helps you improve Star ratings and HEDIS measures. With insights into how people prefer to interact, we tailor the experience to make it relevant and seamless. Real-time updates within the clinical application and portal help members take immediate action and ownership of their health and improve outcomes.

Our live coaching opportunities and self-paced digital learning solution is steeped in behavioral-change science. That makes it suited for all types of learning styles and individual needs. We also offer a full multilingual experience online and with live coaching.

### High-impact personalized live and online coaching

You choose the level of coaching that's right for your plan, from basic to intensive support, to improve health, reduce risk and manage conditions.

Wellness coaches meet members where they are and communicate with them via their preferred channel, whether by phone, email or chat. Coaching programs include:

- Weight loss
- Exercise
- Nutrition
- Stress management
- Tobacco cessation
- Diabetes management and pre-diabetes
- Heart-healthy lifestyle



### LIVE COACHING IMPACT

**66%** increase in estimated savings for coaching participants

**53%** member participation in 1+ activities

**95%** participant satisfaction

**49%** quit tobacco

**73%** lose weight with an average 5% weight loss

**50%** increase exercise and improve nutrition

**42%** manage stress better

## Targeted incentives and content

Members stay engaged in managing and improving their health, with incentives targeted to their goals and aspirations. Our interactive and curriculum based content is designed to enhance members' health through interactive tools and multilingual, HIPAA-compliant communications and recommendations.

## Health risk assessments online, by phone or on paper

To avoid substantial fines, government agencies must meet mandates requiring Medicaid members to complete their health risk assessments (HRAs) within approximately 45 days of enrollment. Our HRA solution can help. We can deliver an HRA online, by phone (available in several languages) and on paper.

We offer a comprehensive health assessment that identifies modifiable risks and educates members about their health status. Based on the individual's needs, we provide actionable recommendations that encourage and support members in making healthy changes. We can refer them to external programs or Optum health programs such as Wellness Coaching, Disease Management or Case Management.

Our HRA solution is configurable by line of business. It's also effective: The average engagement rate of 36–56 percent<sup>1</sup> depending on the incentive and communication strategies that are employed.

## A 360-degree experience

All of our NCQA-accredited programs and services are delivered in one platform, providing a seamless experience for members. We look at the whole person, whether relatively healthy or managing multiple conditions, by identifying and targeting members for immediate outreach via our health risk assessment. This platform also provides coaches and nurses with a 360-degree view of the member within one shared member record, so our clinicians can coordinate care and provide members with the resources they need, when and where they need them.



1. Source: Data on file. Book of business survey results. Results measured among respondents to a survey at 6 months post program enrolment.

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For more information on how Optum can help you, please call **1-866-386-3404** or email **info@optum.com**.

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