

Five fast facts

The impact of in-home assessments

Are in-home assessments worth it for payers? And do they really make a positive impact on an individual's health? Find out with five fast facts.



1 HouseCalls has nationwide reach

Available in all 50 states, Optum® HouseCalls in-home assessments help millions of members – even those in remote geographic areas – get needed support to close gaps in care. Our experienced assessment team features **2,600+ clinicians** who performed over **2.1 million assessments** in 2021.

Over half of our clinicians have

4+ years of tenure/experience

2 Comprehensive assessments provide continuity of care

During each in-home visit, our clinicians use a proprietary eHouseCalls tablet populated with the member's previous medical history, medications and lab results to help identify and close gaps in care. By accurately documenting members' health, HouseCalls in-home assessments help health plans focus on improving outcomes.



The assessment includes:

- Health history
- A physical exam
- Health screenings
- Medication reconciliation
- Identification of health risk and gaps
- Tailored education and referrals

3 Assessments provide a unique opportunity to identify barriers

Being in a member's home or connecting with them virtually allows clinicians to spend more time with them and identify potential barriers to care. Based on member responses, clinicians can generate referrals to HouseCalls teams, the member's primary care provider or the health plan for further outreach.

HouseCalls referral resources include:



Care management



Pharmacy



Social work

In 2021, HouseCalls generated over **631K clinical and social referrals**.

4 Our traveling network meets members where they are

HouseCalls has **345+ traveling clinicians** who log thousands of miles every year to help improve member access to care. This network consists of:

- Single-state clinicians who cover one state
- Dual-state clinicians who cover two adjacent states
- Regional clinicians who cover several states in a specific region



In 2021, HouseCalls clinicians visited **183 new counties** and completed **285K visits in rural counties**.

5 Individualized talking points enhance member engagement

When interacting with members, HouseCalls does it in the most relevant way possible. Our proprietary Next Best Talking Points engine recommends personalized talking points that resonate with and engage members. This best-in-class engagement leverages:

- Members' propensity to engage
- Artificial intelligence capabilities
- Advanced machine learning
- Member data such as clinical, demographic, psychographic and geographic information

In a statistically controlled pilot program, member acceptance rates increased by 5.3%, representing a **28% improvement in engagement** with this model.

Engagement results:

99%
member
satisfaction

91%
repeat
acceptance

73
Net Promoter
Score®*

Want to learn more about how a HouseCalls in-home assessment could help you and your members?

1-866-427-6804

ingenuity@optum.com

optum.com/HouseCalls

Optum

optum.com

Source: HouseCalls 2021 program data.

*Net Promoter, Net Promoter System, Net Promoter Score, NPS and NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2022 Optum, Inc. All rights reserved. WF7186063 05/22