

UMR CARE solutions:

Integrated support for improved population health



It's no secret that many Americans are struggling to make their health a priority in their lives. We all wish for good health, but for many of us, the choices we make each day are pulling us in the wrong direction.

Too many of us are overweight or facing life with a chronic illness such as diabetes. Our lifestyles place us at risk for heart disease and certain cancers, and we don't make time for preventive care or regular check-ups that could identify serious health conditions when they are most treatable.

It's time to take action

As the state of our nation's health declines, the cost of providing health care continues to climb. This leaves employers and other health plan sponsors with two choices: Continue to wrestle with rising medical costs and lost productivity, or take a proactive approach to curbing avoidable health care expenses and improving the overall health of your member population.

There is no single way to reverse these trends. That's because individual members of your population have different health and benefits needs.

And those needs evolve as individuals grow older, start families or confront a critical illness or chronic condition. As a result, we recommend taking a holistic approach to population health.

Our collection of integrated care management solutions can work together to make meaningful connections with individuals across the health care spectrum, while providing targeted interventions to those with the most acute needs.

Our solutions are proven to:

1. Improve the health of plan members.
2. Reduce employer costs and deliver a positive return on investment (ROI).

Customers can purchase our full suite of services, or choose to adopt specific programs to address targeted needs.

Our programs are interconnected and linked to our proprietary claims system

Improved clinical outcomes

Multi-disciplinary approach to care coordination

Supporting members facing acute health events or inpatient stays to ensure they have the right level of care at the right time and a clinical advocate to guide them along the way.



Utilization Management



Complex Condition CARE or Complex Condition CARE +



Emerging CARE



Optum Centers of Excellence

Personalized clinical advocacy

Closing gaps in care and patient engagement

Addressing potential care opportunities before major health events occur to reduce costly emergency department visits and inpatient admissions.



Ongoing Condition CARE



Maternity CARE



CARE Cues



NurseLine and Nurse Chat



Persistent Back and Neck Pain CARE

Working in tandem to deliver results around four overarching goals

Enhanced well-being solutions

Address modifiable behaviors to reduce future risk

Motivating and supporting members to make healthier lifestyle choices through proven strategies for long-term success in reaching measurable health goals.



Wellness CARE



Real Appeal



Tobacco and
Nicotine
Cessation

Multi-channel engagement and education

Integrated digital experience and mHealth connectivity

Deepening clinical engagement capabilities through guided health care pathways, streaming video conferencing, synchronized monitoring devices and an online health center.



CARE Cues



CARE app,
powered by Vivify



Wellness
activity center



Healthy You
magazine

UMR CARE offers customers prescriptive advice and support in developing multi-year strategies that match their organizational goals with the needs and motivations of their plan members.

Our experienced staff of registered nurses and clinicians follow established clinical guidelines and work closely with members, offering compassionate support and proven strategies for achieving lasting success.

CARE Cues help members take a proactive approach to healthy living. These email reminders identify important health actions, such as vaccinations or check-up appointments, and notify users when appropriate. These notifications are posted to **umr.com** under **Things to do**. This automated tool addresses gaps in care and reduces costs by encouraging preventative measures.

The CARE app, powered by Vivify, allows us to meet members where they are by connecting them to CARE nurses, coaches and other resources through their mobile device. CARE nurses can view individual health metrics from self-reported data or synchronized monitoring devices and are able to virtually connect with members by text, email or face-to-face via streaming video.

Our online **Wellness activity center** on **umr.com** allows members to assess their personal health status, complete e-learning opportunities, enroll in health coaching or wellness challenges, and access a library of health information and videos on healthy living.

UMR encourages our customers to incorporate incentive strategies that reward members for completing qualifying activities and help move them toward greater health ownership. UMR can track participation and completion of activities through the **Wellness activity center**. UMR can provide reporting or administer incentives as part of our Live Well Reward\$ program or a custom incentive solution.

We also offer award-winning communications, available through print, electronic and multimedia channels, to introduce the services available and build engagement among your target population.



Our CARE offerings work hand-in-hand with consumer-driven health plan strategies and incentive solutions to propel members toward greater ownership of their health and health care decisions.

To learn more, please contact your UMR representative.