

Business Transformation and Operational Excellence Awards

Executive Summary

Building on our clinical, wellness, financial and member service capabilities over the past several years, UnitedHealthcare’s latest service innovation – Advocate4Me™ – is designed to create a more simplified way for consumers and their families to engage in their health care. Advocate4Me is where technology and human interaction meet to help clear confusion, guide consumers to the care that's right for them, enable access to that care and make health care more affordable. Simply put, Advocate4Me is a unique service that delivers personalized, consistently helpful interactions with health care experts to achieve better health outcomes.

Project Background

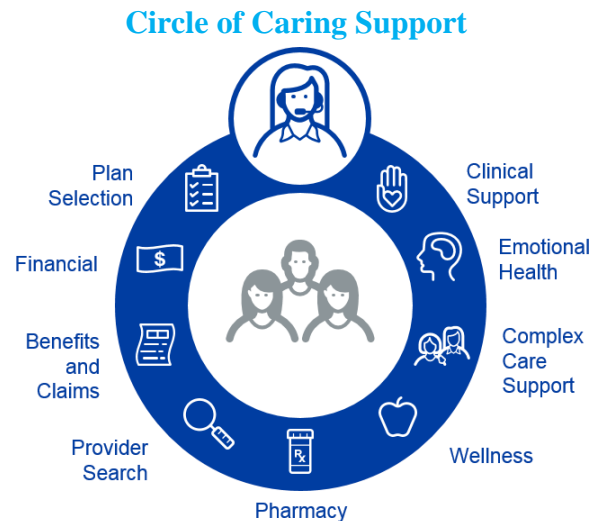
UnitedHealthcare understands that navigating health care can be confusing, time consuming and stressful. We have conducted surveys that indicate that 75 percent of people calling the helpline aren’t sure they understand their health plan benefits, and at least half do not comprehend the cost implications of their health care decisions. The need to provide additional support and to improve the customer experience was clear, and as a result, the company decided to improve the consumer experience through personalized advocacy.

How It Works

Advocate4Me connects consumers through a single toll-free number or their preferred communication channel with an Advocate who "owns" a member's request until it's resolved.

Through our exclusive Predictive Personalization, UnitedHealthcare uses technology, analytics and member data across medical, behavioral, clinical and pharmacy, which provides us with a view of each member's health, health care interactions and perspective.

Data analytics and our technology platforms enable early identification of a member's health care support needs, enabling us to anticipate and respond to questions and concerns using their preferences. UnitedHealthcare’s Circle of Caring Support model enables our advocates to assist members and caregivers across the full spectrum of health-related needs.



Who Our Advocates Are

UnitedHealthcare's Circle of Caring Support connects members with a person who will serve as their champion. An advocate who:



- Has compassion and is an expert in a **range of specialized skills, including decision support for treatment options, identifying the best providers, scheduling appointments, finding lower cost medications, and helping with behavioral health and financial assistance resources.**
- Is able to understand each member's situation and is empowered to **"own the issue"**, staying by the member's side until it is resolved.
- Will make a **personal connection and proactively reach out to members who may need additional help.**
- **Is trained and equipped to provide** assistance above and beyond the original reason for calling, for example connecting members with care specialists and enrolling them in relevant programs that will help long after the call.
- Provides intensive, one-on-one support for **special needs and transgender families.**

Why It Works

Advocate4Me benefits members and their employers in a number of ways, including:

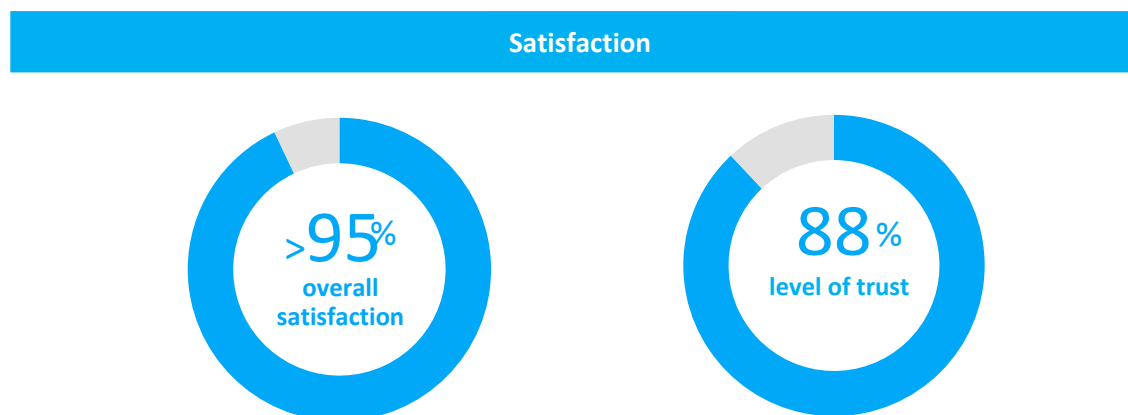
Members/Employees...

- Gain **easy access** (single front door) to the answers and support they need.
- Enjoy **greater confidence** by having the facts to make informed health care decisions.
- Experience **increased satisfaction and peace of mind** with their health plan.

Employers...

- Enjoy **lower expense** due to improved benefit use by employees.
- Experience **greater employee productivity.**
- Receive **fewer calls** to HR.

Proven Success



Engagement and Health Outcomes



> **6%**

of members are interacting real-time with a nurse about a health condition.

17%

of wellness cases are via Advocate referrals.

14%

of clinical program enrollments are via Advocate referrals.

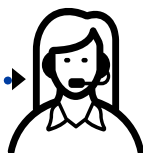
How Advocate4Me Supports Families of Children with Special Needs

One in five children have special needs, and UnitedHealthcare recognizes that children with special needs and their families have unique and complex challenges. The company also recognizes that a single point of contact to provide streamlined and compassionate support across the health care system can reduce the weight of responsibility and ease stress.

According to the Centers for Disease Control and Prevention, children with special needs have...



Because of this, UnitedHealthcare decided to use Advocate4Me to make a difference for these families by assigning an adviser to work on behalf of the entire family's needs, not just the child with special needs, to help provide comprehensive support, including:



Building a relationship with the family – no need to start over for each call.



Taking responsibility for each inquiry and following through to resolution.



Addressing the needs of the person, not just his or her condition or inquiry.



A multi-disciplinary team supports each adviser.

Patient Testimonials

One family's story with cystic fibrosis.



One day it happened: I was told of a new department that was created to help families that have high-volume activity and someone would contact me. Sure enough, within a couple of days, Jodie called, and that's when everything changed.

First of all, I was shocked that I had someone I can tell my story to. Immediately, Jodie went to work. She reconciled the activity of both [UnitedHealthcare] and the health care provider and attacked. She saw what I was seeing and talked it out with me. She kept me constantly informed as she plowed through it all. Each email was professionally documented with times, contact names, claim numbers, amounts and next steps.

She called me each week with what she found and what she was doing. It was amazing! I actually had someone who had the experience to understand the billing of the two very large organizations and someone who was advocating for Rachel. After months of work, Jodie had solved every outstanding issue. During those months, Rachel underwent a bilateral lung transplant and billing issues popped up. Jodie resolved every one of those issues.

I can't say enough what Jodie and her new department meant to me and my family. Her help was worth more than I can say in words. I was preparing to tell my story in court and cross my fingers the judge could help me sort it all out. As a consumer in the middle, without the ability to know the actions of both parties, it is impossible to be your own advocate. Families with a high volume of activity could really use the services Jodie provides, and I am very thankful [UnitedHealthcare] created her department. She was a blessing to us and will be to families she supports in the future. Thank you, UnitedHealthcare, and thank you, Jodie!

One family's story with chronic care needs.



A typical day for Clay... it changes. He wakes up and has a good day or a bad day. Every day, he wakes up in pain. You can see inflammation of his joints and brain. He screams in pain. It's hard to watch your child go through constant pain... since he was two years old. He is so brave. His immune system is so bad, he had to become a bubble boy. He couldn't go to school — he can't be exposed to any illness. Never able to be a kid. We then connected with [UnitedHealth Group] and connected with Emily. It was a changing point in our lives.

She listened — that's the number one thing she did. I never had to repeat myself. [It] means so much from a mom who has spent countless hours on the phone with insurance companies — repeating everything over and over. It was the first time I had ever been given hope. [It was] a turning point for Clay's life. From that day on, Emily and I talked on the phone every day for at least a month to get this drug/treatment approved. She was always positive [and] very empathetic when Clay was having a bad day.

Once we met Emily — after eight years of sickness — [she] never gave up. And Clay was finally able to get this treatment... Since then, Clay has had only one stomach virus. Now, with the treatments, he has been able to go back to school. He went back to school in January... He can have happy days without screaming and without being sick. It's been a life changer for our entire family.

About UnitedHealthcare

UnitedHealthcare is dedicated to helping people live healthier lives by simplifying the health care experience, meeting consumer health and wellness needs and sustaining trusted relationships with care providers. The company offers a full spectrum of health benefit programs for individuals, employers, military service members, retirees and their families and Medicare and Medicaid beneficiaries and contracts directly with more than 1 million physicians and care professionals and 6,000 hospitals and other care facilities nationwide. Globally, UnitedHealthcare serves 45 million people with health benefits. It is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company. For more information, visit UnitedHealthcare at www.uhc.com or follow @myUHC on Twitter.

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