



# PARTNERING FOR SUCCESS IN THE NEW WORLD OF HEALTH CARE



Every aspect of the health care experience is evolving. From technology and patient needs to payment models and innovative partnerships, trends are converging in a rapid and exciting fashion. We're all in it together: patients, care providers and payers. UnitedHealthcare Community Plan shares your commitment to delivering a superior patient experience and improving health outcomes.

We believe that the best solutions come when we work together with care providers. We share the power to chart a new path, creating a stronger health care system that works better for everyone. And we're ready to support you with tools and data resources designed to help you serve your patients and allow your practice to thrive.

# TACKLING OUR SHARED OPPORTUNITIES — TOGETHER

The changing health care landscape has opened up new opportunities to work together to identify and address the medical, behavioral and social needs of your patients, helping you deliver the best possible experience and improving their overall quality of life. Here are just a few examples of how UnitedHealthcare Community Plan is already collaborating with care providers in other markets.

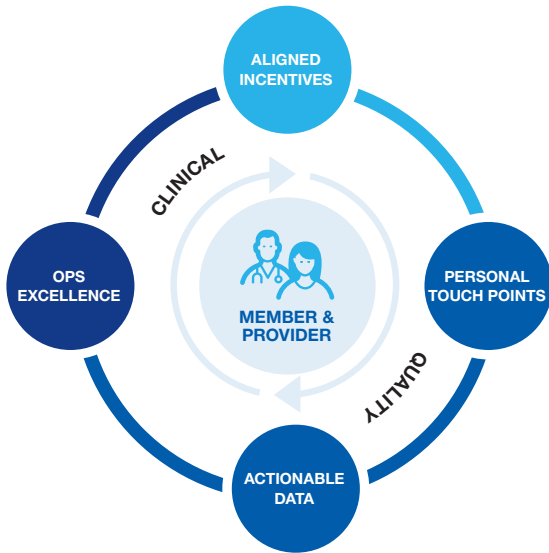
## Delivering outcome-based, community level support

Through our **Small Steps** program, we partner with large clinics and Federally Qualified Health Centers (FQHCs) to help fight obesity and encourage patients to make positive changes in their eating habits. Small Steps is focused on motivating patients to meet with the FQHC/clinic nutritionist, visit a weekly farmers’ market held at the FQHC/clinic, and keep “taking Small Steps to make a big difference” in their health.

## Integrating care across disciplines

Our **Patient-Centered Care Model** identifies high-risk patients and deploys locally-based Community Health Workers to meet and engage with them.

Our goal is to get involved before a patient’s needs become critical, and connect all care providers so you can approach each patient in an integrated, holistic way. This allows for increased visibility across all involved care providers — both medical and behavioral — and a more collaborative, comprehensive approach to care, helping patients stay more actively engaged in their own care.



## Improving health literacy and access to care

We offer a number of patient education programs and services designed to make it easier for your patients to engage in their own health. Whether it’s educational programs like nutritional advice or exercise coaching, rewards programs for completing preventive visits, mail order prescription services, or even free transportation to doctor’s appointments, we’re here to support the care you deliver.

## Addressing social needs that impact medical health

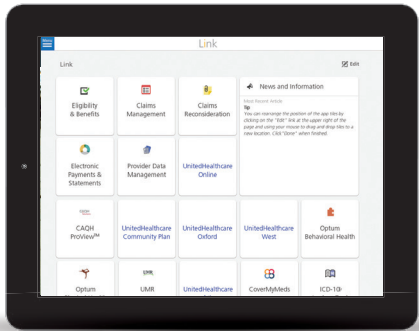
Each day individuals experience social challenges that have a negative impact on their medical and behavioral health. Many don’t know where to go or who to ask for help. That’s why UnitedHealthcare Community Plan case managers use a tool called Healthify. Healthify is an online database of social services classified by type and by geography. It’s designed to help find local community services, like affordable housing, clothing, transportation and food. The tool is accessible by smartphone, tablet or desktop computer and includes thousands of resources — allowing our team to effectively connect individuals to social services that can help them overcome barriers to their health.



**DID YOU KNOW?** 4 out of 5 physicians think patients’ unmet social needs lead to worse health outcomes and are as important to address as medical conditions.<sup>1</sup>

## Simplifying the experience for care providers

With Link – your gateway to UnitedHealthcare’s online tools – you can get member eligibility, benefits and claims information for Commercial, Medicare and Medicaid members from a single, secure website. Link has enhanced features that can help make transactions with us faster and easier,<sup>2</sup> so you can access the information you need without jumping between websites or picking up the phone.



## DEVELOPING CARE PROVIDER PARTNERSHIPS FOR QUALITY AND EFFICIENCY

The health care system is shifting from volume to value. Value-based care (VBC) is rapidly increasing and the traditional fee-for-service (FFS) Medicaid payment approach is declining. State agencies are seeking more value for care in this next generation of Medicaid managed care programs. That’s why we’re working closely with care providers to enhance care coordination, share important clinical data and provide incentives to achieve better quality. Our goal is to help place greater focus on quality while lowering costs through strong partnerships with care providers based on trust and collaboration. Across the country, our top-performing accountable care organizations (ACO) partners are improving outcomes and lowering costs, ultimately improving the health of the Medicaid populations they work with.

↓ **12%**

Reductions in hospital admissions per 1,000

↓ **22%**

Reductions in ER admissions per 1,000

↓ **3%**

Reductions in readmissions within 30 days

# MAKING A COMMITMENT TO CARE PROVIDERS

We've heard from care providers like you that their most critical responsibility is their patients' care. And we make it our responsibility to help you deliver that care. We know the trends driving change in the health care industry represent a challenge to everyone — patients, payers and care providers.

We know that success in the “new world of health care” depends on meeting the needs of each individual — whether patient or care provider. Our community-based partnerships and locally-based employees enable us to be part of, and fully understand, the communities and neighborhoods we serve.

We want to connect with you to understand the unique challenges of your practice, your patients and your landscape. We'll bring our experience and lessons learned from care providers across the country. Together, we can achieve successful solutions and contribute to a new health care model that controls costs and rewards care provider performance — while making the system easier for those we serve.



**For more information contact:**

## ABOUT US

UnitedHealthcare Community Plan is committed to caring for the medically underserved and those with disabilities and complex health care needs. We currently work with 24 states plus Washington, D.C., providing coverage to more than 5 million individuals. Our programs span acute and long-term care Medicaid plans, the Children's Health Insurance Program (CHIP), Special Needs Plans, and other federal and state health care programs.



**5.5 MILLION+  
MEMBERS**



**350,000+  
PHYSICIAN  
PARTNERS**



**3,000+  
HOSPITALS**



**TANF/CHIP**  
22 States



**Aged, Blind & Disabled**  
17 States



**Special Needs Plans**  
14 States



**LTSS**  
11 States

<sup>1</sup>Robert Wood Johnson Foundation

<sup>2</sup>Based on ongoing usability studies using keystroke-level modeling when comparing Link to UnitedHealthcareOnline.com and Optum Cloud Dashboard.