



Optum Behavioral Health Services



A person-centered approach to improve outcomes for Medicaid agencies and their members



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Serving the individual needs of your population

At Optum®, we're keenly aware of the challenges confronting Medicaid today: the need to fulfill the Quadruple Aim to improve health outcomes, lower costs, enhance the provider experience and increase individual satisfaction; plus the complex demands from special populations, including those with serious mental illness or opioid addiction, the foster care population and individuals with intellectual and developmental disabilities (I/DD). Our full range of behavioral health solutions are designed to help you meet these goals, as well as address the unique issues of the individuals you serve.

As the country's largest managed behavioral health organization, our foundational approach focuses on individual needs and promotes recovery and resiliency. We do this by creating person-centered systems of care that honor and respect the voice of each individual, taking a whole-health approach to improve both physical and behavioral health. A stable living environment and other social determinants of health are essential facets of personal well-being. We can help address housing, work status and other social factors with our empowerment strategies.

The key to person-centered health care is to meet individuals where they are and create opportunities to help them access the knowledge, tools and services they need to achieve and maintain well-being. We emphasize engagement, bringing individuals together with their families, natural supports, health care providers and community resources. We also provide comprehensive resources for providers to reduce administrative burdens and enhance their practices by supporting the delivery of evidence-based practices. This approach can help Medicaid programs and state and local government agencies strengthen the community-based delivery systems they already have in place to ensure the best possible outcomes. At the same time, we aim to help our partners expand access, empower individuals, lower costs and improve quality across the system.

Improving access to care

Access to services is vital, but we can help you go further — by making it easy for individuals to get the right care, at the right time, in the right setting.



At Optum, we:

- **Continuously encourage the behavioral health network to achieve higher levels of performance** by evaluating providers on clinical outcomes and cost-effectiveness and rewarding top performers through value-based contracts and reduced provider oversight.
- **Guide people to local care and resources appropriate for their situation** to increase the chance that individuals get the community-based support they need for long-term recovery.
- **Make it possible for people to receive convenient care** in rural areas and medical settings through virtual visits with providers in our extensive telemental health network. In accordance with state requirements, we can also offer direct-to-member telemental health services.
- **Offer deeper expertise and specialized services** through networks dedicated to addressing members diagnosed with serious mental illnesses, I/DD, eating disorders, autism spectrum disorder and substance use disorders. We are also specialized in working with ethnically and racially diverse populations, members who identify as LGBTQ+, members in foster care or in need of crisis support, and more.

Enhancing and rewarding provider relationships

Optum partners with local primary care physicians, community mental health/ behavioral health centers and other health care professionals — building upon their community knowledge and resources to explore ways to bridge care gaps and enhance both the individual and provider experience. Our sophisticated performance measurement and rating system gauges clinical outcomes and provides comparative feedback to help improve provider practices. We also offer value-based contracts and other incentives that reward providers for increased collaboration and successful outcomes. These cooperative partnerships aim to help providers deliver the best possible care, while rewarding their positive results.

How value-based contracting improves community tenure

Our value-based agreements with providers include a focus on helping members remain in the community by reducing inpatient stays, as well as meeting the standards for the HEDIS seven-day follow-up rate and the CMS readmission rate for 30 and 90 days post-discharge.

Reported results¹:



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Guiding high-impact, integrated care

We partner with states and counties to transform local care systems to close service gaps in physical care, behavioral health care, social/environmental supports and I/DD services.



State and local partnerships

Optum can help you create collaborative, targeted local solutions designed to improve individual health and recovery while maximizing program funds. We aim to minimize or eliminate barriers between medical, behavioral, social and environmental services by integrating necessary technology, services and supports around the needs of the individual. This includes reinvesting cost savings into collaborative programs that go beyond traditional care, such as:

- **Crisis system transformation** into community-based, recovery-oriented response systems, which can include mobile outreach teams and living-room-model respite centers.
- **Justice-involved programs** direct people in the justice system who have behavioral health disorders and/or I/DD to appropriate clinical and support services.
- **Centralized social supports** facilitate community integration and independence, as well as address basic needs for individuals (such as transportation programs and safe, affordable housing), the lack of which may deter the success of behavioral health treatment and recovery plans.

In Tennessee — Optum and UnitedHealthcare® Community Plan have partnered since 2007 to develop a provider-centric, interdisciplinary approach to care. The program uses evidence-based practices and data-driven analyses to identify and coordinate services based on individual need. It also works with peer- and family-run community organizations to support recovery, resiliency and wellness. The program has effectively reduced inpatient admissions while maintaining members in community-based care.

Initial impact



Reduction in behavioral inpatient care (statewide)²

16% decrease in inpatient utilization

\$3.6M savings to the state



Improvement in HEDIS rates (West Tennessee region)³

46% improvement in followup after hospitalization within 7 days

34% improvement in followup after hospitalization within 30 days

In Idaho — Optum Idaho is a health services innovation company contracted by the state of Idaho since 2013. It helps manage the Idaho Behavioral Health Plan (IBHP), which provides behavioral health services (mental health and substance use disorder treatments) for Idahoans who meet the state's Medicaid eligibility requirements.

Our partnership with the state of Idaho was built on a vision designed to transform systems of care in the state. This vision included implementing changes that foster collaboration among members, providers and state partners. Since the launch of the IBHP, these changes created more effective delivery of behavioral health services and improved outcomes. Optum, in collaboration with Idaho's Divisions of Medicaid and Behavioral Health, developed a model for meeting the needs of Idahoans with behavioral health issues.



15 new behavioral health services added by Optum Idaho in the past two years under the IBHP, with a majority serving children and adolescents.⁴



51% of all IBHP-eligible Idahoans are age 17 or younger.⁵



13% reduction in IBHP per-member per-month cost for six-month period ending February 2014 compared to six-month period ending September 2020.⁶



\$250M taxpayer dollars saved from seven-year cumulative decrease in spending compared to projected Idaho Department of Health and Welfare spending before adoption of the plan.⁷



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In Salt Lake County — Optum has worked with Salt Lake County to develop and implement crisis service programs for individuals in a mental health crisis who are facing incarceration. Treating people with mental health and substance use disorders — instead of sending them to jail — can result in improved population health and preserved tax dollars. These crisis programs include:

- **Mobile Crisis Outreach Team (MCOT)** – On-site, rapid-response crisis intervention
- **Receiving Center** — A safe, supportive space where nonviolent offenders can manage their crises
- **Assertive Community Treatment (ACT)** — An innovative, comprehensive approach for those who need it most, resulting in significant savings for the county. After 12 months post-ACT sign up, there has been a 67% decrease in inpatient care costs and 60% decrease in overall health care spend.

In combination with Salt Lake County’s alternatives to incarceration programs — also managed by Optum — these services have led to improved care coordination and more efficient use of the county’s limited resources.

Setting the standard for behavioral health recovery in Pierce County, Washington — When Optum assumed the management of Washington’s Pierce County Regional Support Network (RSN) in 2009, we had worked with individuals, providers, hospital systems and other local constituents and stakeholders to transform the region’s crisis system. The result was a community-based, recovery-oriented response system that integrated peer supports and a no-force approach to care. These include living-room-model crisis response centers and peer-run warm lines. The RSN had increased the number of individuals served, even though overall state funding was reduced.

Optum also provided a number of justice-involved programs and court-based programs, including a Felony Mental Health Court, Adult Drug Court, and Family Drug Court. Outpatient substance use disorder services were provided to the Department of Corrections. In addition, the community re-entry program employed certified peer support counselors to provide services to the top repeat offenders with mental health issues to help reduce recidivism in the county jail.

The state of Washington now contracts with multiple managed care organizations, including Optum via UnitedHealthcare, to support Pierce County Medicaid beneficiaries, and the state has requested that they all maintain the programs established by the Optum-Pierce County partnership.

An empowering, person-centered approach for individuals with intellectual and developmental disabilities (I/DD)

Through support and assistance, Optum helps individuals achieve life goals and fulfill their aspirations, as well as strengthen vital programs and systems that serve the I/DD community. Our approach promotes and supports self-determination, offering individuals the ability to design, implement and adjust their own individual support plans (ISPs). With the assistance and guidance of a community-based Optum support navigator, individuals have the ability to chart their own course, building a plan toward independence, community inclusion, and maximum potential. Our technology platform includes a planning suite that follows Charting the LifeCourse® principles, which help individuals of all abilities and at any age or stage of life develop both the vision and support structure that can help move them toward an inclusive, productive lifestyle.



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Engaging and supporting individuals

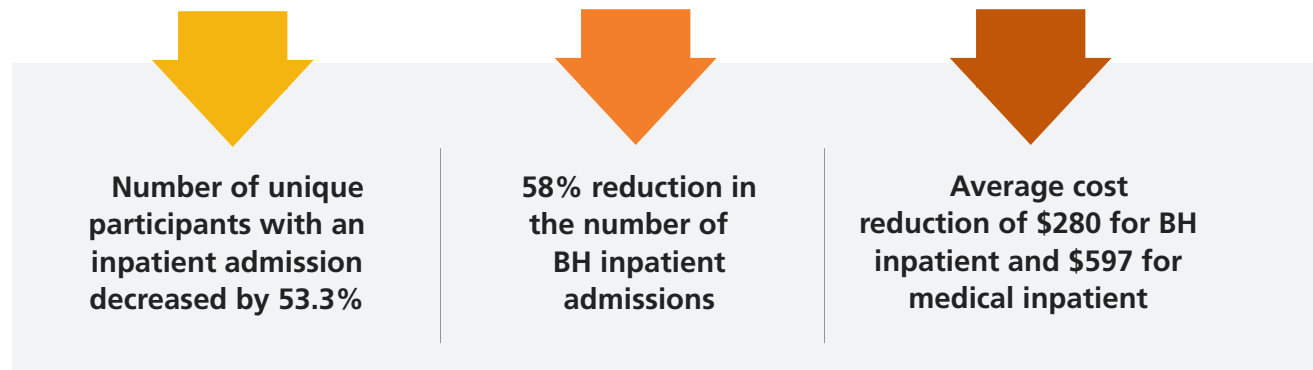
Individuals get the most out of their care when they are actively involved. We offer tools and supports that inspire people to invest in their own wellness.



The goal of Optum Behavioral Services is to:

- **Help people confidently navigate complex or specialized conditions** via peer support specialists that work with individuals to design personalized recovery plans, and family resource facilitators that connect families to the behavioral, medical, social and environmental services that can help them provide ongoing support.
- **Put support at people's fingertips** through a variety of on-demand self-help resources, recovery and resiliency tools, crisis support, and information on wellness, benefits and networks.
- **Continuously introduce innovative tools** that revolutionize and customize the member experience, empower healthy choices, anticipate what individuals will need next and connect them to support in the moment.

Certified peer support specialists significantly reduce hospitalization days for people with acute and chronic mental health conditions,⁸ improving community tenure and enabling savings for potential program reinvestment.



Time-tested solutions for behavioral health

Optum is committed to helping Medicaid agencies meet the objectives set forth in the Quadruple Aim: achieving improved health outcomes, enhancing provider relationships, improving the customer experience and reducing avoidable health costs. With a focus on person-centered health, we integrate care to help minimize barriers between medical, behavioral and social/environmental services. Through the use of innovative services, such as peer support and crisis intervention, we empower individuals to pursue and achieve long-term recovery in ways that work best for them.

Optum has been putting these practices into action for over three decades, serving a diverse set of communities in over 35 states.

To learn more about how Optum Behavioral Health Services can help your agency enhance the care experience, improve health outcomes and make the most of program funding, visit optum.com/bh4medicaid, call 1-800-765-6092 or email innovate@optum.com.

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Sources:

1. Results from Value Based Program Dashboard, Outpatient Shared Savings Model as of February 15, 2021.
2. Results from Optum analysis of inpatient admission reports from TennCare for FY2011 to FY2012. Cost savings is based on a daily average TennCare unit cost of \$525.
3. Based on Optum comparison of HEDIS rates for the West Tennessee region from FY2009 to FY2015 (six-year period).
4. Optum Idaho/Idaho Behavioral Health Plan service portfolio, November 2020.
5. Idaho Department of Health and Welfare Medicaid enrollment data, August 2021.
6. Optum Idaho network data, October 2020.
7. Results of an Optum analysis of benefit claims spend for all IBHP members who utilized community-based rehabilitation services (CBRS) from September 1, 2013 to July 31, 2017. Rawlings, July 23, 2018.
8. Results from an Optum October 2016 analysis of 418 Medicaid beneficiaries who enrolled in Optum peer support services between June 1, 2014 and November 30, 2015; results are within six months after enrollment compared to six months prior to enrollment; participants had continuous eligibility for six months pre- and post-referral and at least one behavioral health (mental health and/or substance use) claim during that period. Ten Eyck, November 6, 2017.



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