

Leverage data for greater insight into cost and utilization trends

Optum Advisory Services — Trend Analytics



To ensure a strong future, your health plan needs a solid understanding of where you've been as well as your current state. Analytics can help you get there by weaving together data assets and providing a comprehensive view. Harnessing your health plan data allows you to establish one source for truth so you can confidently answer critical finance, clinical, contracting and executive questions such as:

- Is our current medical expenses trend satisfactory? What if we did things differently?
- What treatments are driving our costs?
- Which provider practices are growing?
- How is our business mix impacting our net trend?

Optum[®] Trend Analytics applies a rigorous process to maximize data and develop an infrastructure so you can more effectively manage your business and risk.

Set the stage

Optum actuaries can help ensure your data warehouse is able to accurately inform your financials.

- **Data acquisition and development** — We perform a detailed, claim-level database review, adding value-add tags to membership claims and service categories, building confinement tables and making dollar chain adjustments.
- **Data reconciliation** — Data is cataloged and bridged to corporate financial reports.



Understand the trend

Health Cost Trend Analysis is our interactive financial dashboard that leverages your data warehouse with a suite of customized reports to monitor trends in cost, utilization and intensity per enrolled member and by patient.

- Identify variation in specialties and diagnosis categories as well as changes in products and markets
- Benchmark plan segmentations back to overall plan results to identify outliers
- Answer business questions posed by various stakeholders
- Determine questions to ask and where to narrow the focus
- Monitor patterns in emerging experience
- Develop and inform forecasts

Forecast the trend

The Optum Trend Forecast Model supplies a framework for examining emerging patterns in applicable trend components and using this information to make informed projections.

- Core trend components are those that are felt but not accounted for in pricing variables, such as baseline utilization, unit cost, intensity/mix and work calendar day.
- Business/product mix components include the portion of trend that should be accounted for in pricing the business including demographic mix, geographic mix, benefit plan changes, product mix and more.

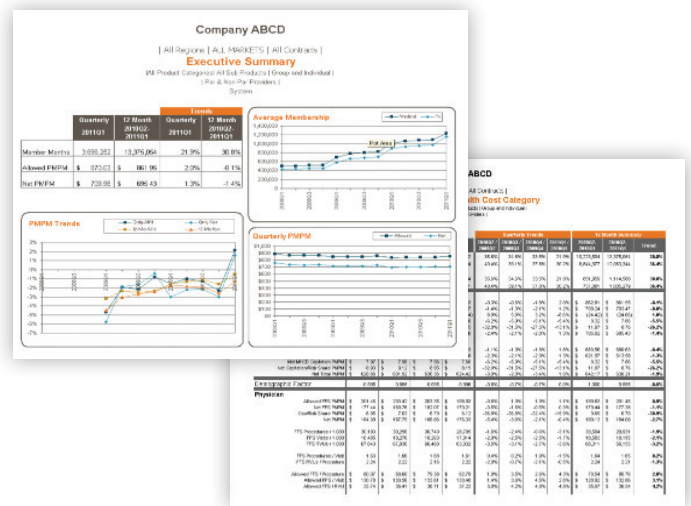
Bend the trend

Based on your trend, Optum Trend Analytics will identify solutions to bend the trend. From introducing virtual visits to expanding your urgent care presence to engaging in outreach with providers, we apply our expertise to recommend a myriad of responses.

Support studies

A variety of studies support trend forecasting findings, bringing added confidence to your decision-making.

- Work calendar day — Medical costs vary by day of the week and on holidays. Track trend from one quarter to the next and one year over another.
- Economic modeling — Gain insight into pressures affecting the future direction of trend, such as personal disposable income, employment changes and general economic conditions.
- Flu monitoring and forecasting — Examine percentage of visits for influenza-like illnesses across several flu seasons.



Executive-level reports

From finance to clinical to contracting, professionals throughout the health plan who are responsible for the emerging or forecasted performance of the business can develop executive-level reports that provide clarity around current medical expense trend.

Take control of your data

Optum Trend Analytics can help you gain better control over your data so you can better focus your efforts. Contact us at

1-800-765-6807 or empower@optum.com.



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