



Optum Medicaid Advisory Services

Medicaid Strategy Solutions

Whether your organization is a national or state Medicaid program, the goals are the same: winning bids, reducing costs and meeting regulations. Optum® Medicaid Advisory Services has breadth of expertise at a national level coupled with deep local insights. We provide strategies to help you meet your growth goals while adhering to regulatory requirements.

Expertise to solve challenges and drive the right changes at the right time

Our experience allows us to understand the managed Medicaid business and its pricing strategies while aligning with cost pressures and competing priorities such as:

- Continual “raising of the bar,” as state procurements evolve and demand new capabilities
- Changes to rate structures
- Innovations such as Social Determinants of Health (SDoH)

Formulating your growth strategy

Developed through deep evaluation of business with Medicaid industry thought leaders, we use a three-phased approach to help you formulate your strategy to expand your Medicaid business:



Discover

Objective: Assess the current baseline of your business

This phase begins by employing Optum analytics to evaluate your medical, pharmacy, behavioral and CMS data. You'll answer questions about your business landscape, technology portfolio and compliance challenges. Coupled with these findings, we'll provide insights and metrics from industry outlooks and local trends to provide guidance on Medicaid best practices.



Analyze and develop

Objective: Gather results and develop a strategy

Next, in-depth analysis based on all information gathered during the Discover phase focuses on your differentiators and gaps, competition, regulatory environment and updates to the Discover analysis. Equipped with this information, we'll prioritize strategic planning efforts and begin building your targeted, best-practice playbooks.



Deliver

Objective: Finalize business and growth strategies

This last phase is a time to review direction and make final adjustments to the strategic plans. With a laser focus on future growth strategies and opportunities, we'll put the finishing touches on your final analysis, business capabilities and three-year plan.

A clear strategy

When results are in “black and white,” it provides a clearer path to assess the current state and make decisions. A well-structured, comprehensive portfolio of activities helps the Medicaid plan secure growth and optimizes operations.

Transition into the future

After providing you with a strategy to expand your Medicaid business, our support doesn’t stop there. We offer transition support to help your health plan move into the future and put your strategy into action.

Optum can help organizations realize their vision

Optum Advisory Services specializes in addressing the biggest challenges. With a cohesive strategy coupled with the talent of deep Medicaid expertise, we help clients navigate regulatory requirements and grow the business. We provide guidance, insights and precise strategies to help organizations take control of their future.

Strategic insights

We assess your organization’s position in the marketplace and, with actuarial precision, chart strategic courses for sustainable success.

Positioned to thrive

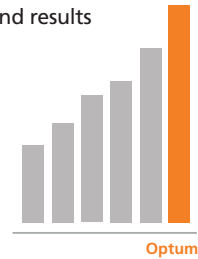
Whether it’s growing your organization’s top line or defending the bottom line, we’ll help you implement change drawing upon the depth and breadth of our real-world health care expertise.

Meaningful results

We can help you create new relationships across the health care spectrum to bring innovative new opportunities in the financing and delivery of health care.

TOP RATED

for expertise among Focused Healthcare-Specific consulting firms, based on client feedback and results



*Source: 2018 KLAS Healthcare Management Report

Work with a trusted partner

Clients rated Optum Advisory Services the highest for expertise among Focused Healthcare-Specific consulting firms in the 2018 KLAS Healthcare Management Report. KLAS reported that clients often view Optum Advisory Services experts as “trusted partners” who help to guide organizational vision and strategy, and solve problems.



Meet our experts

Our experts can help you explore improvements you may have never thought possible. Optum helps you define strategic priorities and align across plans and providers to drive growth, lower costs, increase revenue and improve member satisfaction.



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Learn more about our end-to-end solutions and how we can help you expand your Medicaid business.

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