



# Setting course for a sustainable health system

## How Optum helps care delivery organizations

A combination of pressures are weighing on your organization and the uncertainty is greater than ever with ramifications from the pandemic and changes in the administration. Longstanding margin problems are now exacerbated and you can no longer cost-cut your way back to profitability. Not everyone will emerge from this time successfully. The decisions you're making today will have an impact on your potential future success. It's a difficult path forward, but we've identified four strategies that we believe will be key in helping you preserve the capital you need to fund your mission.

### How Optum can help

#### Capture new revenue:

##### ★ OPPORTUNITIES

- Increase patient access
- Create a digital front door
- Receive appropriate reimbursement
- Diversify revenue
- Increase referrals/network design
- Optimize service line investments

##### 💡 SOLUTIONS

- Strategic planning analytics and services
- Physician relationship management
- Precision consumer marketing
- Patient access and engagement services

#### Minimize revenue leakage:

##### ★ OPPORTUNITIES

- Increase patient access
- Improve the patient financial experience
- Complete and accurate coding and documentation
- Ensure network integrity
- Promote sustainable physician referrals

##### 💡 SOLUTIONS

- Coding/CDI technology and services
- Utilization review technology and services
- Claim editing and processing
- Revenue recovery services
- Contract management
- Network design services

#### Enhance clinical profitability:

##### ★ OPPORTUNITIES

- Reduce procedural costs
- Minimized unwarranted clinical variation
- Improve length of stay
- Leveraging evidence-based practices

##### 💡 SOLUTIONS

- Clinical performance analytics
- Care management services
- Population health management technology and services
- Patient help line services

#### Manage administrative costs:

##### ★ OPPORTUNITIES

- Remove workforce shortages
- Receive appropriate reimbursement
- Value-based care performance
- IT & technology spend
- Optimize infrastructure investments
- Physician networks

##### 💡 SOLUTIONS

- Managed analytics
- IT services
- Pharmacy services
- End-to-end revenue cycle management
- Patient help line services

Optum helps create momentum for our provider partners by tackling the biggest challenges in health care.

Ready to engage and support your journey ahead



### TECHNOLOGY SOLUTIONS

Our expert-built **technology solutions** help you optimize clinical, revenue cycle and financial performance.



### CONSULTING

Our **consultants** offer expert guidance, insights and implementation support for provider leaders on health care delivery, operations and strategy.



### PARTNERSHIPS

Our **smartsourcing partnerships** deliver cost savings, innovation, and long term transformation across health system operations.



### RESEARCH

Optum preserves the objectivity of **Advisory Board Research** and the value their insights offer their members.



### MANAGED ANALYTICS

Our outsourced **analytics managed services** drive clinical outcomes and our risk-sharing revenue cycle partnerships provide predictable financial results.

Optum is uniquely positioned to help you



### CONNECTED — ACROSS THE HEALTH CARE ECOSYSTEM

With more than 200 types of solutions and services for providers across the entire value chain, Optum connects with every major electronic health record, across all capabilities.



### PROVEN — BUILT FOR EXPERTS, BY EXPERTS

We are applying innovative technologies to the business of health care. With 33,000 multi-disciplinary experts, 9 out of 10 U.S. hospitals count on Optum. 125M consumers and 4/5 health plans are our customers.



### INVESTED — WITH AND FOR YOU

Our scale allows us to continuously scan and invest in the latest solutions and align our incentives to your outcomes, so you can focus on your core mission.

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“By reducing the burden of administrative cost, we’ve invested capital into reinvigorating our cardiovascular surgery program.”

**TOM ALBANESI, CFO**  
Excelsa Health

### Contact us:

For information about how Optum can help your organization, please visit [optum.com/contact](http://optum.com/contact).



[optum.com/providers](http://optum.com/providers)

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