

## Intense provider engagement Prospective risk adjustment with high intensity provider engagement



### Closing gaps in care and improving member health through more aggressive provider engagement

Gaps in care exist when a member's actual illness burden is not accurately assessed and documented in their medical record. Incomplete and inaccurate clinical documentation represents a barrier to achieving broader population health improvement and health care modernization goals.

Gaps in care are caused by lapses in:

- **Time:** Up to 15% of members miss annual visits with their primary care physician.
- **Documentation:** Over 30% of conditions are undocumented in medical records.
- **Coding:** Over 20% of previously reported codes drop off a member's record.

These gaps in care reflect missed member treatment opportunities and, ultimately, affect funding needed to care for members.

In order to improve risk scores, payers spend millions of dollars a year on medical chart reviews. Unfortunately, if the physician did not use a care delivery process to find all of the patient's chronic conditions and treat them, then the chart will not accurately represent the member's complete diagnoses. In order to balance risks, improve quality and decrease costs, health plans must move beyond retrospective claims analysis and basic assessments. To optimize potential health plans must fully engage those who serve on health care's front lines: providers.

### **Optum intense provider engagement**

Optum<sup>®</sup> developed the intense provider engagement (IPE) solution as an extension of our Prospective Risk Adjustment program. It is one of the only solutions available in the market that engages directly with physicians to improve their care delivery approach for chronic patients. The solution helps close gaps in care by implementing a more proactive approach to care delivery that gets members to visit more regularly with their doctor. This helps improve documentation and coding of member health conditions, engage members in treatment adherence to enhance outcomes and improve financial performance.

---

If we can get members onto care pathways early, we will decrease costs over time, accurately reflect the costs of the programs needed to treat that membership and, ultimately, improve health outcomes.

---

Optum intense provider engagement is powered by our unmatched:

- **Reach:** Handle medical claims for 60 percent of Medicare Advantage members.
- **Robust analytics:** Employ clinicians and trained data analysts who routinely review suspect logic for accuracy, identify additional suspects and perform analysis on incorporating new data sources to support suspect identification.
- **Prospective workflow:** Engage and schedule members for recommended screenings and health assessments, and perform appropriate risk adjustment coding, working with prescribing physicians. Focus time and attention on the physicians that manage highest priority members.
- **Clinical experts:** Optum has market-based teams of coding educators who work closely with physician organizations on a weekly basis through education programs and help teach physicians operational tactics to allow them to prioritize constrained resources.

IPE is implemented in alignment with specific health plan needs.

- **Broad and tailored support** — The IPE program delivers strong general education and project support. For each key provider, the right combination of program resources is tailored to have the highest likelihood of program success with that physician.
- **Rapid and phased deployment** — The IPE program is deployed and operational within weeks and generates value quickly. It is also structured in maturation phases so physicians experience success along the journey without having to wait until the end.
- **Synergy across health plan personnel** — Optum facilitates coordination with various health plan personnel supporting targeted providers (e.g., network management, provider relations, quality control, etc.) to synchronize their day-to-day activities for overall provider and risk adjustment success.

---

**Boost the quality and performance of your risk adjustment programs.**

**Call:** 1-800-765-6807

**Click:** [empower@optum.com](mailto:empower@optum.com)

**Visit:** [optum.com](http://optum.com)

---

## Performance spotlight: Better outcomes today and tomorrow

### NATIONAL HEALTH PLAN RESPONDING TO NEW REGULATIONS

**Challenge:** Looking for response to CMS model changes and the need for improving physician coding, education and patient engagement.

**Solution and results:** IPE was used to identify members to target (30% of members represented 96% of RAF score) and targeted providers working with these members to drive extraordinary results for collaborative care (greater than \$150M incremental in 6 months).

### NATIONAL HEALTH PLAN LOOKING TO TARGET SPECIFIC PROVIDERS

**Challenge:** Focused on a specific geographic area where data demonstrated that the plan's largest IPA was underperforming significantly.

**Solution and results:** Working with the IPA, the team identified the root causes for the poor performance and improved physician engagement to increase HCC identification by 40% and close \$50M+ in uncovered recapture over 6 months. Also, increased provider engagement by 31% — reducing number of disengaged PCPs from 55% at beginning of 6-month period to 24% at the end.

### REGIONAL HEALTH PLAN LOOKING TO AUGMENT CURRENT PROGRAM

**Challenge:** Looking to close as many remaining recapture gaps as possible after current program was 90% complete.

**Solution and results:** Optum launched IPE and was able to staff 16 Spanish-speaking coding educators to conduct over 3,000 face-to-face provider visits, receive 20,000 IPE verification forms and process 42,835 Dx codes. In three months, Optum was able to drive 15% overall improvement over current state performance (over \$20M in incremental value).



11000 Optum Circle, Eden Prairie, MN 55344

Optum® and its respective marks are trademarks of Optum, Inc. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2016 Optum, Inc. All rights reserved. WF111853 03/16