



## A holistic approach to health equity maximizes impact



### Analytics

Monitor community needs and better target services



### Technology

Load and analyze data securely, quickly and affordably with cloud-native technology



### Strategy

Establish equitable strategies that address disparities with the help of our experts

## Health is about more than medical care

# 80%

of a person's health is influenced by what happens outside a clinical setting<sup>1</sup>

A higher ratio of social service spending versus health care spending results in improved population health.<sup>2</sup>

.....

1. Manatt, Phelps & Phillips, LLP. **Medicaid's role in addressing social determinants of health.** Robert Wood Johnson Foundation. Feb. 1, 2019.

2. NEJM Catalyst. **Social determinants of health (SDOH).** Dec. 1, 2017.

# Analytics, technology and strategy come together to maximize impact – fast

Optum® Rapid Insights as a Service helps states quickly identify where potential health inequities exist today and predict where they may emerge in the future. We'll work with you to develop an analytics approach centered on understanding the impact of social determinants of health (SDOH) on populations and individuals. This can help states create a roadmap to interventions and identify a path to healthier, stronger and more resilient communities.

## We know more about program members than ever before

Integrated data is an important key to understanding the root causes of inequities. Optum can help agencies understand how social determinants are impacting health equity at the individual level by combining all data source for whole-person analytics.

<b>Integrated data</b>	Historical care management, claims and utilization data for the full population identifies those with specific needs.	Person-level connection of clinical and nonclinical data
<b>Descriptive analytics</b>	Population health, social determinants, behavioral, consumer, eligibility, care management and claims.	Power BI reports to identify opportunity areas for intervention
<b>Diagnostic analytics</b>	Consumer analytics models identify common traits and propensities.	This can be at geographic, provider or member level, among others
<b>Predictive analytics</b>	Statistical and predictive models identify the high-risk, high-want patients based on their propensities and characteristics.	What we know about the member impacts their outcome
<b>Prescriptive analytics</b>	Identify, recommend and implement care management outreach to identified patients; measure, adjust, deploy.	How we change outcomes: analytics, strategy and care delivery

## Our 8 propensity models help you predict risk factors for your members

**Health ownership**

**Propensity to engage**

**Social isolation**

**Housing security**

**Financial security**

**Food security**

**Social Vulnerability Index**

**Out-of-network utilization**

## Our experts are here to help

Using these insights, Optum experts can then help your state agency optimize the findings, provide rapidly deployed technology to integrate data, help determine the strategy and apply analytics throughout your operational workflow.

### Business enablement and operations

*Translate business objectives into KPIs; manage delivery to meet SLAs with 24/7 coverage*

### Core data and platform management

*Manage an enterprise-grade data and intelligence platform to support business needs in all environments*

### Analytics advancement

*Deploy advanced techniques and best-in-class analytical methods to drive business innovation*

### Rapid analytics

*Create actionable insights and produce cogent recommendations for agency stakeholders*

### Outcome enablement

*Provide advisory and change management expertise and oversight to improve workflows, programs and policies*

## We believe every person – regardless of race, gender, sexuality, age, location or income – deserves to be healthy



**\$500M**

invested in 83 affordable housing communities across the United States since 2011

**5,550**

new homes built for seniors, veterans, individuals with disabilities and those struggling with homelessness



**\$27M**

provided in below-market-rate loans to expand the supply of affordable housing

**\$100M**

committed by 2033 to scale efforts to build a racially and ethnically diverse health workforce, creating opportunities for 10,000 underrepresented clinical professionals

## The value of addressing health equity in Health and Human Services programs

### Community benefits

- Encourages stronger health outcomes for underrepresented populations
- Positively impacts overall community strength in other care dimensions (employment, housing)

### Strategic benefits

- Differentiates and supports value proposition and mission of health care players
- Pushes toward innovative partnerships
- Embeds health care organizations into the community

### Economic benefits

- Reduces total cost of care for providers, payers, patients and governments
- Direct economic benefits can be shared among payers, providers and government
- Avoids costs for acute care and focuses on prevention and wellness



optum.com

Optum is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property 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.

© 2022 Optum, Inc. All rights reserved. WF7864225 08/22



To learn more, contact us at [optum.com/StateGovContact](https://optum.com/StateGovContact)