



Telehealth *Solutions*

Connecting People to a World of Care with OptumHealthSM Connected Care

Advantages of Connected Care:

- Extends the geographic reach of primary, specialty and sub-specialty care
- Eliminates the geographic inconsistencies in quality of care
- Develops new models to efficiently deliver care in traditional and non-traditional settings
- Provides an alternative to a doctor's office visit or urgent care trip for minor ailments
- Delivers preventive services, such as flu shot immunizations and biometric screenings, in a convenient way

Key Benefits to Consumers:

- Enables consumers to obtain quick, easy access to health care services in remote or underserved areas
- Reduces expensive trips to the Emergency Room or long trips to visit specialists
- Decreases the time and inconvenience associated with a traditional doctor office visit by providing alternative locations to receive services, such as at the workplace or at a retail location

Because of population growth, aging and other factors, demand for physicians is outpacing supply — especially in the areas of primary and specialty care. Multiple studies have been published demonstrating the effectiveness of telehealth services in extending the reach of physicians and providers to patients, closing the gap on lack of access to care. In fact, the widespread implementation of telehealth services could save our nation's health care system more than \$4 billion annually.¹

OptumHealth is building a national telehealth system — **Connected Care** — that will give patients access to physicians and specialists when in-person visits are not possible, practical or convenient. The goal is to improve access to non-emergent health care services and increase high-quality outcomes across the continuum of care for Americans.

OptumHealth Connected Care combines advanced technology and health resources to greatly expand physician reach to where it's needed. With the use of advanced video, audio, medical device and health information technology, Connected Care creates a *virtual yet personal* experience remarkably similar to a traditional in-person visit.

These convenient telehealth clinics can be set up wherever there is a need . . . in the workplace . . . in an urban center . . . at a retail location . . . or even in rural parts of the country.

It's all about connecting people to the right care, right away.

Meeting the Needs of an Everchanging Health Care System

Accessibility – *It's not always easy to visit a physician.*

Future physician shortages are likely to manifest in a number of ways. This will result in longer waiting times for appointments, increased travel distances to get care, shorter visit times with physicians, expanded use of non-physicians for care and higher prices.²

Connected Care delivers accessibility via high-tech, integrated equipment, which connects patients with physicians "virtually." With increased consumer accessibility comes possible increased productivity for employers, and increased store traffic for retailers.

For example, having an on-site telehealth clinic at the workplace reduces the need for employees to leave work to receive certain health care services. In addition, providing access to preventive services at retail locations, such as biometric screenings and vaccines, allows for a positive image-building opportunity for a retailer in the community.

Quality Care – *It's not always easy to visit the "right" physician.*

There continues to be a wide variation in health care practice, including regional variations and small-area variations. This is a clear indicator that health care practice has not kept pace with the evolving science of health care to help ensure evidence-based medicine practice in the United States.³

OptumHealthSM
Connected Care

Key Benefits to Employers:

- Allows for a healthier workforce by providing on-site, increased access to preventive care services and health education for employees
- Reduces the need for employees to take time off from work for health care services, resulting in higher productivity at the workplace



Key Benefits to Retailers:

- Increases on-site store traffic for possible improved retail sales of other goods and services
- Helps improve the retail store image in the community by providing convenient access to health care services for Americans

Extending care from where it exists to where it is needed, Connected Care allows consumers to conveniently receive the high-quality care specific for their situation — whether it's primary, specialty, consultation, follow-up or support. This enables a continuum of care in an efficient way, and provides high-quality outcomes through speed to diagnosis.

Offering Industry-Leading Technological Capabilities

OptumHealth Connected Care is one of the first to integrate industry-leading technologies to deliver an advanced telehealth experience. It leverages high-definition video conferencing along with sophisticated medical devices for remote use. In addition, OptumHealth Connected Care works closely with regional physician practice groups and independent physician associations (IPAs) to implement the telehealth clinics. These regional physician practice groups and/or IPAs are independent contractors and provide the actual health care to patients.

The high-tech, integrated equipment enables powerful care coordination through Electronic Medical Records and other health information technology. Examples of this equipment include:

- General Examination Camera
- Otoscope
- Dermoscope
- Transtelephone Stethoscope Module
- Vital Signs Monitor
- Weight Scale
- Peak Flow Meter
- Glucometer
- Electrocardiogram (ECG)
- Transtelephonic Stethoscope Headset

How Does Connected Care Work?

It's easy for consumers to use telehealth clinic services. The consumer simply schedules an appointment and arrives at the telehealth clinic. After checking in, a nurse or health care professional escorts the consumer to a special telehealth exam room. The nurse or health care professional administers a pre-exam workup and enters the data into the technology system.

At this time, the doctor joins the visit via visual and audio technology, and the nurse or health care professional helps administer the exam by leveraging integrated diagnostic tools. The doctor establishes a diagnosis, prescribes medication if needed, and answers questions. Then, the doctor exits the exam and the nurse or health care professional provides follow-up clarifications.

Contact Us Today

For more information on OptumHealth Connected Care and the implementation of telehealth clinics, please contact an OptumHealth representative.

¹University of Texas Medical Branch, May 2008. "The Telehealth Promise."

²Association of American Medical Colleges. 2009. "The Complexities of Physician Supply and Demand: Projections Through 2025." <http://www.aamc.org/workforce>

³Agency for Healthcare Research and Quality. 2009. "Improving Health Care Quality Fact Sheet." <http://www.ahrq.gov/news/qualfact.htm>

OptumHealthSM Connected Care

Non-emergent health care services rendered at telehealth clinics (administered through OptumHealth Connected Care) are provided by regional physician practice groups and/or independent physician associations (IPAs). The regional physician practice groups and/or IPAs are independent contractors and not employees or agents of OptumHealth, UnitedHealth Group or its affiliates.

The regional physician practice groups and/or IPAs furnish the health care to patients at the telehealth clinics independent of OptumHealth and UnitedHealth Group, and are solely responsible for providing health care to patients. Only the practicing group or IPA has a relationship with the patient using the telehealth clinic.