



BHCWG Community Event: Oncology Insight With Watson

May 9, 2017

Today's Agenda

- 8:30-8:35 Welcome, Jeff Kluever
- 8:35-9:10 Dr. Lewis Levy, Best Doctors
- 9:10-9:45 Dr. Jeffrey Lenert, Watson Healthcare Transformations
- 9:45-9:55 Break
- 9:55-10:10 Matt Leveque, UnitedHealthcare
Advocate4Me Overview
- 10:10-10:25 Brenda Budaitis, UnitedHealthcare
Clinical Overview
- 10:25-10:30 Scottie Girouard, Connecture
Employer Testimonial
- Closing



Advocate4MeSM

BHCG – May 9th, 2017

Make a personal connection with Advocate4Me.

Advocate4Me is a **unique service** that delivers **personalized, consistently helpful interactions** to achieve **proven outcomes**.



Circle of Caring Support

We choose Advocates for their experience and compassion.



Advocate Roles.

Provides one team across UnitedHealth Group and supports clinically complex or chronic members through the Nurse Advocate.

Hiring, Training and Rewarding.

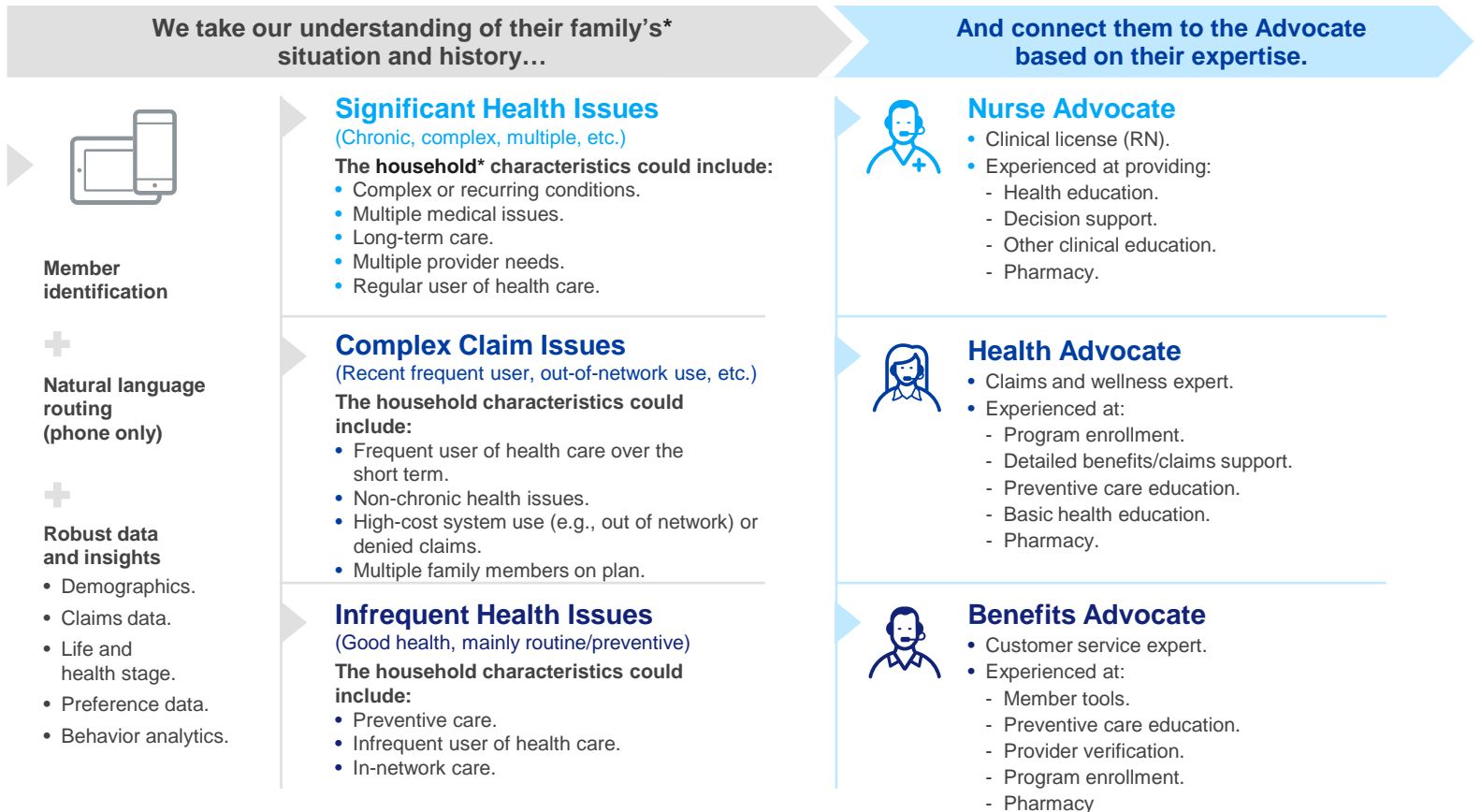
Rewards for strong member satisfaction, reducing member effort and increasing engagement.

Call Focus.

Empowers Advocates to help members understand the value of a resource/program and also builds rapport and member commitment.

Uniquely personalized experience.

Made possible through Intelligent Routing, a part of our exclusive Predictive Personalization.



*Family or household refers to employees and their covered family members. Family-based discussions subject to appropriate authorization.

Our technology enables personalized, proactive support.



Intelligent Routing.

Gets member to the appropriate Advocate.

Predictive Personalization.

Guides members to the appropriate resource, tailors member engagement activities, helps predict risk and reason for the call, and allows Advocate to proactively support member.

Member Dashboard.

Identifies personalized health care opportunities and resources/programs.

Multi-Channel Touchpoints.

Reaches members with messages in the way they most prefer.

Our processes help members find a clear path to the right care.



Single Point of Contact.

Enables members to get help with one phone number for full spectrum of health care support.

Proactive Engagement.

Helps address health issues outside of the reason for a member's call and tailors outbound engagement activities.

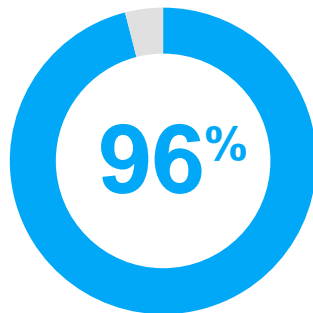
Direct Connections to Additional Resources.

Advocate brings in specialists, when needed.

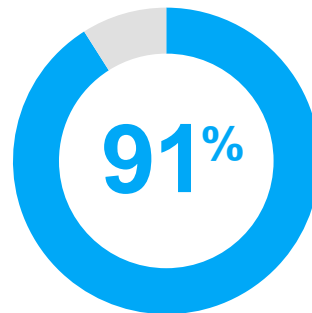
Segmentation.

Employs predictive modeling and member segmentation to create a personalized experience.

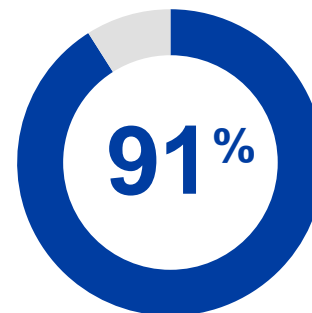
Our data, robust analytics and technology power this service and deliver results.



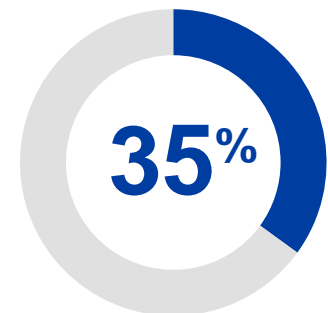
96% overall satisfaction with BHC's dedicated team in Green Bay.



91% of BHC consumers have a high level of trust¹ in information received from their dedicated Advocate team.



91% of BHC members who contact Advocate4Me have their inquiry resolved on the first call.



35% of all BHC clinical program enrollments are referrals directly from Advocate4Me.

Source: BHC Advocate4Me Reporting Q4 2016.

1. Trust = Question asked in the United Experience Survey — Rate the trust you have in the answer you received.



BHCG Clinical Team Lisle, IL



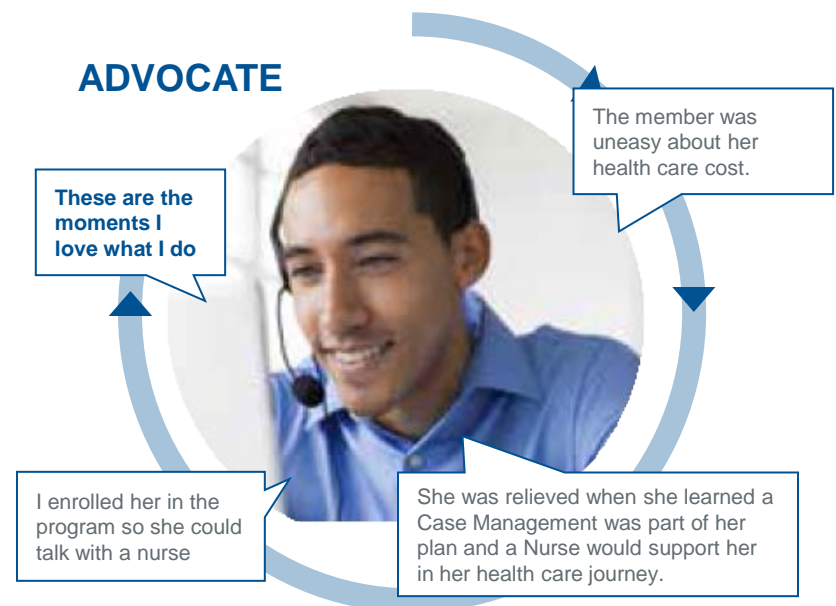
Member Experience

- BACKGROUND:**
- A woman called her Advocate to verify benefits for Home Health Care.
 - She wasn't sure of her treatment plan.

MEMBER



ADVOCATE



OUTCOME:

The member was more knowledgeable about her benefits. She was engaged with a nurse who could help her navigate the health care system — and at no additional cost.

“These are the moments I love what I do. I feel like we are genuinely helping people navigate the health care system better. We really understand their needs, and we care.”

Member Experience

BACKGROUND: • Member was at a clear fork in the road regarding her care. .

MEMBER



NURSE



OUTCOME:

- The member was more knowledgeable about her condition's treatment guidelines.
- She was empowered to collaborate with the Best Doctors Program to explore the best treatment options for her condition.

Member Experience

Collaboration Across the Health Care System



OUTCOME:

- The nurse supported the member in navigating the health care system to secure the right providers and right treatment plan.
- Collaboration with Best Doctors empowered the member with the right resources and tools to make informed decisions.
- The member is engaged an Network Primary Care Physician and Network Specialist for her care.

Engagement Strategy: Interactions Support Behavior Change



Low acuity

- Condition-specific welcome kit with health log
- "Taking Charge" condition-specific biannual newsletters
- Online resources

Moderate acuity

- Personalized gaps in care mailings or HealtheNotes

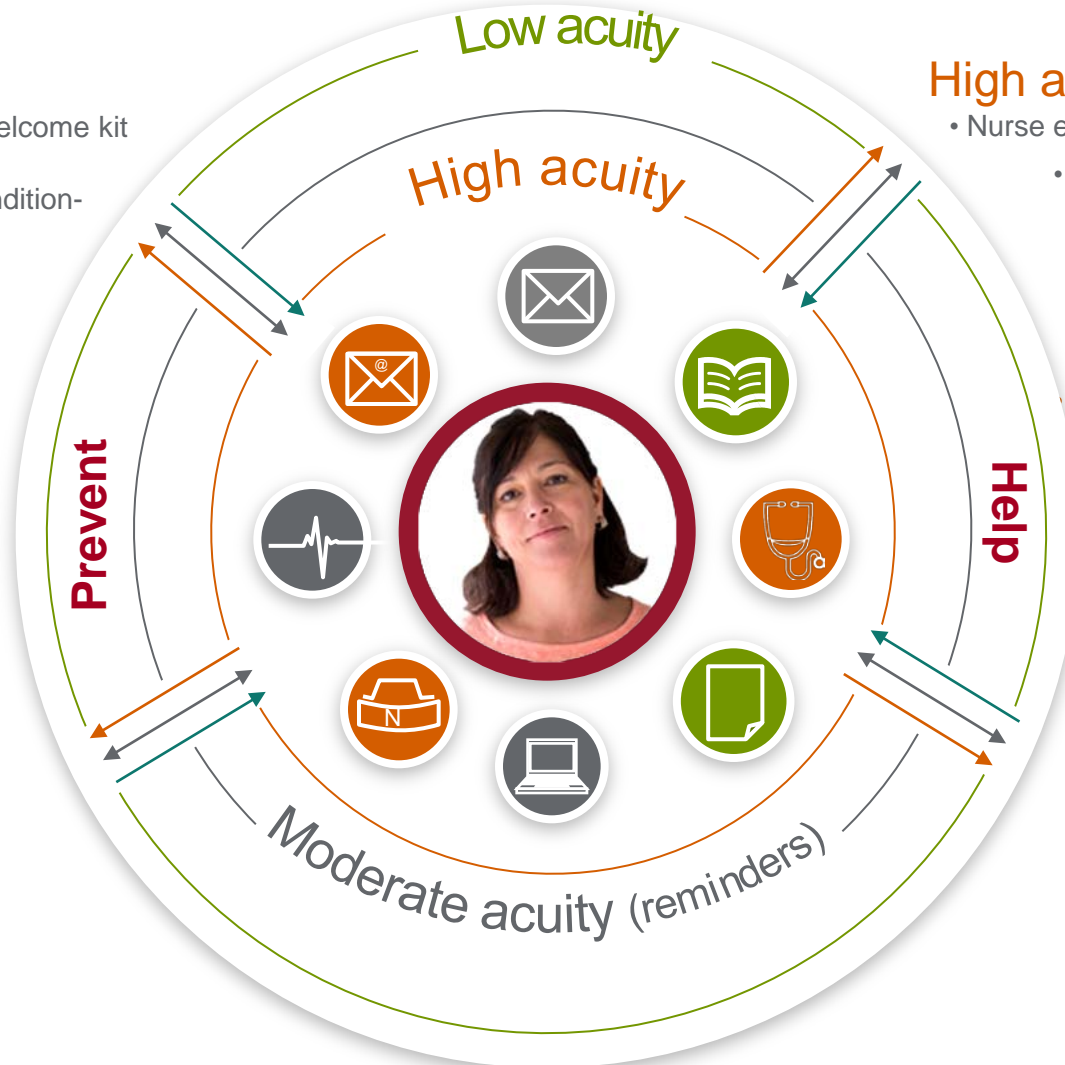
+ Low Acuity Mailings

High acuity

- Nurse engagement
- Physician engagement
- Biometric monitoring devices and/or DME support
- Welcome kit, and mail secure email communication
- Pharmacist engagement

+ Moderate Acuity Mailings

+ Low Acuity Mailings



Clinically Experienced Registered Nurses and Licensed Behavioral Clinicians



Minimum RN Qualifications

- Current and active RN license
- Minimum 3 years clinical experience
- Case Management certification (desired)
- Bachelor of Science in Nursing is preferred
- Yearly continuing education credits in areas of clinical specialty
- Strong communication and interpersonal skills

Philosophy

- Member-centric approach
- Holistic in nature
- Empowering patient to better health management and cost savings
- Physician partnership
- Vendor partnership to enhance members utilization of appropriate services

Make a personal connection with Advocate4Me.

The simple, reliable way to give your
employees the help they need.

When employees feel supported, their:

**Satisfaction
Increases.**

**Medical
expenses
decrease.**

**Productivity
increases.**

**Calls to
Human
Resources
decrease.**