OPTUM®

White paper

Population health in the digital age

Optum Advisory Services

Introducing population health technology of the future

Population health management (PHM) programs, when done right, can drive tremendous gains in financial and clinical outcomes and create a differentiated member experience. The success of an organization's PHM program increases with a digital orientation that supports your PHM strategy, processes and teams. Organizations that can integrate and generate insights from multiple data sources will be best positioned to deliver significant outcomes in alternative payment models and value-based care (VBC) contracts.

Chief digital officers are recognizing the need for a thoughtful approach to population health management platforms.

Figure 1: A digitally driven population health management model

Data aggregation

Key objective: Enable advanced Utilization Management through a combination of real time and periodic data updates.

Key elements: A holistic patient view built from internal and external medical and Rx claims, internal and external clinical data and includes social determinants of health (SDoH), patient-generated health data as well as data from Care Management interventions.

Human-centered design is key to the presentation and accessibility of these views of an aggregated data set. Stage of patient journey contextualization is important.

Enablers/success factors: Enterprise Master Index and other approaches to Master Data Management enable integration with external data sources, ADT notifications from ER visits and hospital admissions.

Insights

Key objective: Empower PHM teams with powerful, validated and timely insights about the patients they are managing.

Key elements: Risk cohorts and segmentation/ stratification, evidence-based identification of care gaps, cost and utilization analytics, future cost of care impacts, predictive algorithms for intervention prioritization.

Role-based dashboards and reports that address administrative, engagement and operational requirements, supported by automated push notifications to the care team.

Enablers/success factors: EMR and provider workflow integration and optimization.

The platform must address the major user experience challenges arising from the "trust deficit" and the "bias problem."

Engagement

Key objective: Facilitate, organize and guide care team outreach and engagement for maximum effectiveness.

Key elements: Technology enabled, data and insights-unified, omni-channel engagement from the entire care team based on patient preferences and needs.

Support for all key programs including specialty care management, condition support, discharge planning, transitions of care, prevention and wellness, hospital-at-home and emerging care models.

Enablers/success factors: Outreach and engagement guided by the twin concepts of deep personalization and contextualization are key success factors.

The market is rapidly growing to meet significant demand

Global population Health management market to reach **$43.8 billion** by 2027[2]

2 in 5 adults in the U.S. have 2+ chronic conditions,[3] demonstrating the need for PHM support

56% of health care leaders say their current PHM solution doesn't meet their needs[1]

Begin the vendor selection process with good planning

Prior to initiating a search, your organization should achieve stakeholder alignment on a PHM care model with metrics based on industry standard benchmarks, enterprise strategy and contractual approaches. When your planning is complete, the PHM vendor search begins.

Evaluating a vendor is a major undertaking with many variables to consider. To help as you begin the journey, use these four key criteria to segment the vendor market. This will help narrow your vendor list based on the size, scope and strategy of your organization.

Figure 2: Four key criteria for narrowing the vendor selection process



After narrowing your list of potential vendors based on basic functionality, the next step is to evaluate criteria with a more detailed checklist that addresses the specific needs of your organization. This is where the Optum® Advisory Services team can help you develop a framework to dive deeper on your vendor evaluation journey.

Using criteria to select a vendor

Be very thoughtful about selecting your PHM platform. It could define your success in value-based care.

Beyond new data sources and new care models, carefully evaluate whether the presentation of data and insights improves actionability, targeted care and patient engagement across care settings.

PHM platforms need to integrate well within the enterprise architecture and the ecosystem in which they operate. Evaluate non-traditional cloud platforms and traditional platforms. These platforms offer greater cognitive capabilities through highly configurable user interfaces, advanced application programming interfaces (APIs), predictive analytics, computer-telephony integration, and workflow decision support and automation tools.

We help our health plan and provider clients evaluate platforms based on several key considerations.

1. ### Solution architecture
   Modern cloud-native architecture, micro-services, managed databases, flexible APIs and modular information systems are table stakes.

2. ### Vendor profile and roadmap
   A closer look at the vendor product roadmap, and understanding whether product management teams work in agile, is informative for the implementation process down the road.

3. ### Partner ecosystem
   Core platforms can be greatly enabled by partners that extend its capability in areas relevant to your needs, indicating technology assets are easy to build on and support data sharing.

4. ### Total cost of ownership
   Software as a service (SaaS) platform pricing can be tricky with tiered options. It makes sense to assess these additional elements to arrive at a true picture of total cost.

5. ### Product features and human-centered design
   While identification, segmentation, stratification-risk clustering and cohort-building functions are standard features, more sophisticated capabilities include out-of-box industry benchmarks. A simplified user interface is key to product design when adding automated workflows.

Looking to the future

The success of an organization's PHM program increases with a digital orientation that supports your strategy, processes and teams. PHM platforms will continue to evolve, driven by the stronger need for collaboration, coordination and information sharing. The careful selection of a comprehensive PHM platform is a critical investment for organizations. As the health care landscape continues to evolve and become more complex, PHM leaders will rely on advanced digital capabilities and human-centered design to deliver care.

How Optum Advisory Services can help

Perhaps you are just beginning the work of developing your care model and have questions about how to develop and execute a population health strategy. Optum Advisory Services has extensive experience supporting clients on these initiatives.

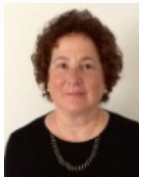
Or maybe your strategy and model design is well developed, but you aren't sure how to partner on this vision to pursue the best results. Optum Advisory Services has experience here too, and has developed a framework to assist health care leaders in identifying the PHM platform capabilities and corresponding vendors that best align with your enterprise goals.

Wherever you are in your population health journey, we can help.

Meet our experts



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Learn how Optum Advisory Services can help you determine and reach your organization's goals.

Learn more

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