



OPA Pillar: Experience

Delivering an exceptional human experience is essential to fulfilling the promise of Optum, to help people live healthier lives and to help the healthcare system work better for everyone.

The Office for Provider Advancement (OPA) is responsible for aligning culture, strategies and initiatives to both measure and improve our provider experiences as well as those we serve as consumers, members, and patients. The amalgamation will create a Center of Excellence for Optum Health, creating a single source for experience structure, content, improvement strategies, initiatives, and measurement.

Provider Experience

To create a world-class provider experience, we seek to **empower providers** through:

- a. **Dyad leadership**, so clinicians feel their voice in the organization's decisions
- b. **Recognition and communication**, to support and spread ideas from clinicians
- c. **Improving clinical workflows** to enable efficient, high-quality clinical care

Our Programs:

Action Planning – OPA analyzes action plans and identify trends to drive continuous improvement. With the market's unique needs in mind, OPA connects them with proven interventions that aid in meeting their long-term goals.

Clinician Well-being Taskforce – One of the Provider Experience Musts is to Empower Clinician Wellness Champions. Our focus is on Best Practice Sharing and Commitment to Act. OPA will measure NPS, market engagement, and submission of survey action plans by CWB Task Force Members

National Burnout Pilot - OPA, in partnership with American Health Network, will participate in a six-month pilot to assess and identify the top key drivers of provider burnout. Once identified, key capability partners will co-create and fit test holistic solutions that enable best-in-class experiences for teammates and those we serve.

Optum Happiness (OH!) Grant - OPA provides funds to support initiatives that positively impact provider experience in the workplace. These funds can be utilized to implement action plans or strategies identified by markets that will have a direct and measurable impact on burnout and experience metrics.

DAX – After a successful pilot resulting in a 94% impact on clinician burnout, an NPS of 79 and reported time savings of 79%, Optum National executed a 3-year, 1300 minimum user agreement for Nuance's Dragon Ambient experience (DAX) to reduce administrative time spent documenting patient notes during and outside of scheduled hours. This efficient scribing solution proven to save approximately 1.5 hours of administrative time per day is being offered to all markets at a heavily discounted price as our commitment



Patient Experience

Align Patient/Member/Consumer Experience

Create and perpetuate shared vision for Experience across the enterprise, considering the **entire human experience** in our consumer, member, and patient's healthcare journey – Optum teams strive to deliver experiences that are warm and welcoming; where patients feel we know them; where trust is central to our clinical care, our systems and our people; where it is easy and simple to interact with us and to receive care; and where most of all, we demonstrate the compassion that our consumers, members and patients deserve and expect.

- d. **Align measurement** across OH to include the 5 tenets – allowing for shared best practices to resonate and scale across Experience surveys
 - i. Expand Experience Core training to OH business leaders with relevant content and examples
- e. **Patient Experience Collaboration Summit** - Align around a single Optum Experience vision, driving improvement of Net Promoter Score (NPS) and retention across the regions. We will agree to a single, scalable initiative, aligning Optum to a single best practice to implement across the businesses

Ingrain Optum Health in a Service Recovery Platform and Process—Improve experiences by designing and scaling a closed-loop service recovery platform that may be scaled across OH post successful pilot.

Achieve UHG NPS Target for Optum Health

Create and Launch an Experience Center of Excellence - In an effort to improve the patient and provider experience across Optum Health, there is a need to build a Center of Experience: allowing for alignment around a singular experience strategy and best practices for an improved human experience.

Measuring Impact

Optum Health is on a journey to understand the consumer/member and patient journey, when and where each journey overlaps and where there are opportunities to create loyalty to, and comfort with, the brand.