

Portfolio Optimization

Enhance your renewal pricing and harness the power of your in-force block. Achieve optimal outcomes quickly and efficiently.

Make the most of it

Optum® Portfolio Optimization (PO) combines pricing strategy, behavioral economics and artificial intelligence to identify renewal pricing scenarios that minimize the trade-offs between global margin and retained enrollment.

The Portfolio Optimization difference

- Our specialized software and dedicated experts enable you to develop highly efficient pricing scenarios. The result is greater profitability and membership retention.
- Proprietary price elasticity technology is customized to your specific business.
- Increase efficiencies within the renewal pricing process, saving time and resources.
- Improve collaboration between underwriting and sales teams.
- Improve adherence to planned rating strategies.



Our clients are seeing a blend of:



Margin improvement

Margin increases up to 1% of revenue without loss of enrollment



Retained enrollment

Retained enrollment increases up to 5% without loss of margin



Contact our team of specialists today

advanced_solutions@optum.com