

Modernize your patient communication and engagement strategy

Help reduce costs, simplify workflows and improve health care communications

The health care communications landscape is evolving. Consumers increasingly expect a more sophisticated and digital experience when they interact with health care providers and payers. Optum Communications Complete can help you simplify and modernize your approach to communications, can reduce costs, simplify workflows and improve the patient experience.

The Optum health care communications platform is customizable to your needs

Core platform includes:

- **Data processing and management**
Flexible and automated data intake and processing to simplify the data-submission process
- **Composition management**
Customize communication templates, set up processing rules and manage alternative format needs (ADA compliance, etc.)
- **Communication management**
Workflow transparency – proof, hold and release communications for production and delivery from your computer
- **Omnichannel delivery**
Process and deliver according to patients' preferred communication channels

Supporting services include:

- **Communications archive**
Access communications for up to 10 years through our customer portal, API connection or file transfer

- **Business intelligence**

Monitor the status and history of your communications and use in-depth metrics to measure the effectiveness of digital communications

- **Consulting and support**

Our professional services team is ready to help optimize your workflows, develop a digital adoption strategy or tackle any other challenge impacting your communication objectives

A single integrated workflow

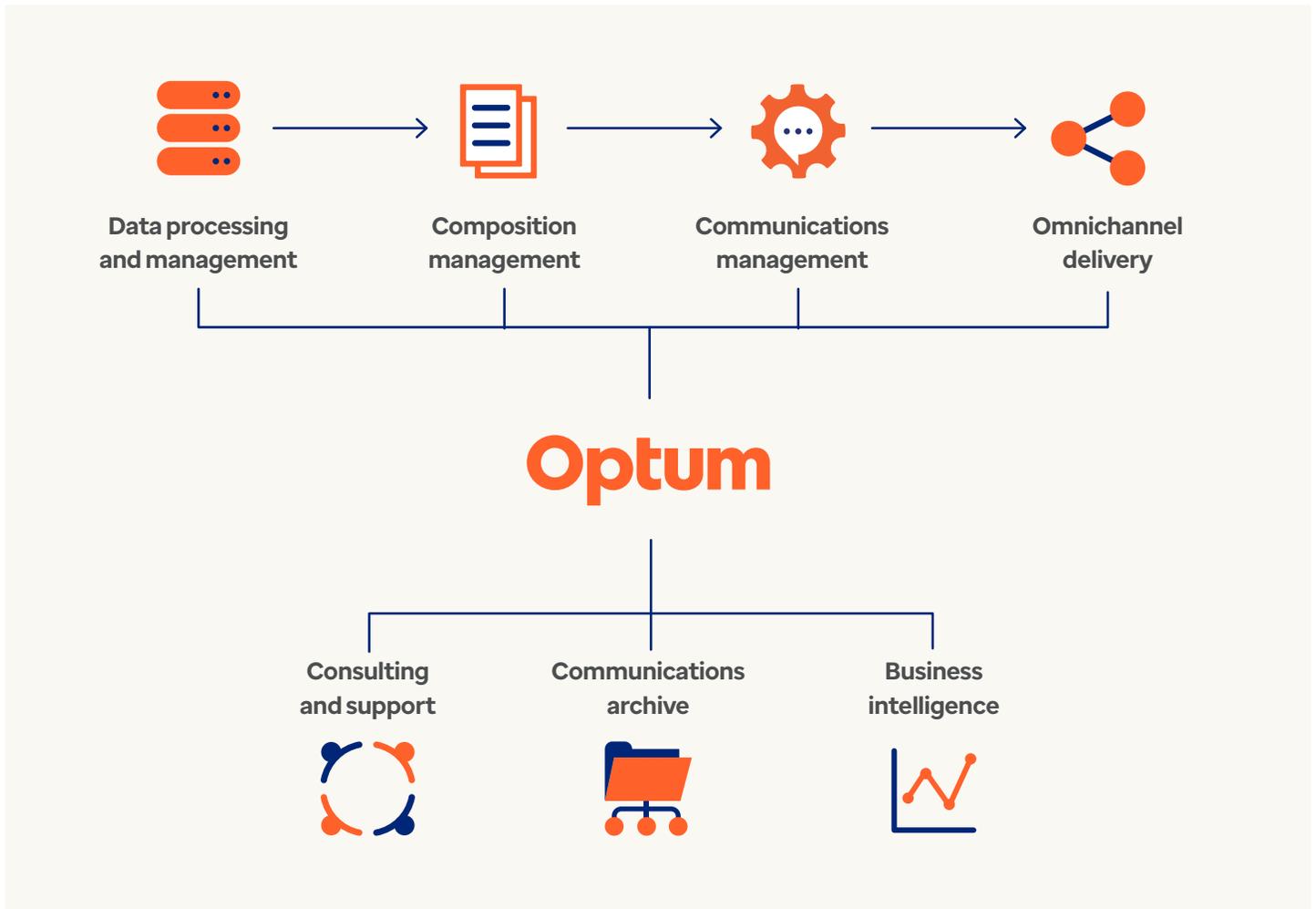
Operations and patient engagement staff no longer need to work with 2 separate solutions for: paper-based patient communications and digital communications.

With Optum Communications Complete, you can have both in a single workflow, easing digital transformation while saving time and increasing efficiency for your team.

Optum is here for you

Optum provides the security, experience and technology you need:

- Managed and self-service features available.
- Over 25 years of experience managing and processing health care data and comms
- More than \$20 million annual technology investments to support innovation



Simultaneously improve engagement and reduce costs

Our flexible suite of communication services allows your organization and your patients to transition to digital channels, as well as support those who still prefer printed communications. By enabling your patients to control how they receive information, you can create a better overall patient experience and help your organization become a partner in patients' health care journeys.

You can also eliminate operational inefficiencies that stem from disconnected print and digital workflows while lowering overall communication costs as patients transition to less expensive and more impactful digital channels.

Ongoing innovation

Optum is exploring a wide range of additional features and enhancements to our communications platform, including advanced reporting and analytics, preference management tools, patient journey management and AI-driven engagement strategies. As we learn from customers and market dynamics, our platform will adapt to remain at the forefront of innovation and opportunity.

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