



Collaboration to drive long-term care forward

The Optum care model helps physicians achieve goals, deliver value-based care

Randolph Clark, MD, is an internal medicine physician in Phoenix, Arizona, who has focused his career on caring for patients in long-term care. After more than 19 years of practice, he understands the obstacles and opportunities of caring for patients in skilled nursing facilities.



“The traditional model of health care is broken,” he says bluntly. “You’re only paid when a patient is sick. I don’t get paid for preventive care, and I can’t sit in a nursing home all day.”

One way he’s overcome this challenge is through the Optum care model available to his patients at the nursing facilities he serves. Patients who sign up for a partnering health plan are eligible to receive care from an Optum APC (either a nurse practitioner or physician assistant) on site. This additional support enables Dr. Clark to expand his footprint and efficiently and effectively care for patients.

The APC serves many roles on the care team, including:

- Regular on-site assessment and monitoring of a patient’s health, including treating minor illnesses and providing important updates to the provider about any changes in health.
- Collaborating with the member, physician, family and other stakeholders to develop a care plan that delivers proactive, preventive care on site.

A better work-life balance

Physicians who are working longer hours and seeing more patients have increased pressure. This has led to a renewed focus on preventing physician burnout. Providers are looking for ways to ease into a more sustainable and healthy approach to caring for their patients. For Dr. Clark, that approach includes Optum.

“I have nurse practitioners within my practice group, but they can’t maintain a small caseload. The money isn’t there,” states Dr. Clark. “With the Optum care model, I have the Optum nurse practitioner and that takes the pressure off my staff and me. It’s a wonderful division of labor. There is absolutely no competition,” he continues.

– Dr. Clark

Driving toward the quadruple aim

Working with an APC isn't just shifting the model of care. It's helping providers achieve the quadruple aim by improving the patient experience and population health, reducing cost and supporting the well-being of the care team.

High-quality communication leads to patient satisfaction, better patient experience¹

When providers and APCs are on the same page and communicate consistent messages to care teams, patients and families, everyone wins. It improves the team's understanding of care goals and ensures patients are treated in the right place at the right time, reducing unnecessary hospitalizations and ER visits.

Personalized attention from APCs also helps meet an important need in patient care — something physicians want to fulfill but often are not able to accomplish due to their workload.

"With Optum, I'm not just working with patients who are sick and need immediate attention," Dr. Clark says. "The APC is there, delivering care and attention and continually communicating with me to keep patients healthy and, just as important, happy."

Improved population health

Preventive care is key to keeping patients healthy, but it's something that's not always possible in the fee-for-service model of health care. Optum helps bridge that gap with APCs who can regularly assess patients and identify issues or illness before they progress to something more serious.

Optum also often partners with facilities and patients to deliver preventive care like flu shots, hearing assessments, vision screenings and more to help keep residents as healthy as possible.

Reducing costs with best-in-class service

Technology should — and can — support a physician's efforts and efficiencies. Optum is committed to developing and deploying tools that help streamline the revenue cycle management, so physicians and practices don't spend time chasing down payment and fees. Physicians who work with Optum APCs can take advantage of:

- Timely and accurate data to measure, monitor and adapt treatment plans
- Accelerated coding and documentation performance
- Complete and accurate medical records

A recent study by Harvard Medical School researchers found that the Optum care model demonstrated:

38% fewer hospitalizations

45% fewer re-admissions

51% fewer ED visits

Read more about the study at optum.com/ISNPstudy

“ When you work with Optum, that model of care shifts to value-based care and rewards physicians to keep patients as healthy as possible. ”

– Dr. Clark

A better way forward

The partnership between physicians, APCs, residents and families is just one of the ways Optum is driving a better way to deliver health care. With a rigorous focus on innovation and enhancing customer value and impact, Optum has been honored with recognition and other positive feedback.

The Optum Advantage

Optum works closely with providers to provide bedside care and case management to more than 70,000 members of participating health plans in more than 1,800 skilled nursing facilities² across the United States. This partnership goes far beyond delivering better health care. It is helping physicians move forward with value-based health care with on-site APCs that deliver:

- Collaborative care for better outcomes
- Evidence-based treatment methods and preventive care to reduce hospitalizations⁴
- Reduced costs with streamlined care delivery and efficient tools
- Digital engagement tools like telemedicine
- Shared workload to help reduce physician burnout and achieve strategic growth
- Communication with care team to improve care coordination and implementation

Sources:

1. 2018 Member Satisfaction Survey, Optum Consumer Experience Research Program.
2. 2019 Plan Year, reporting as of August 2019
3. <https://www.optum.com/content/dam/optum3/optum/en/resources/PDFs/optum-2018-frost-phm-award.pdf>
4. McGarry BE, Grabowski DC. Managed care for long-stay nursing home residents: an evaluation of Institutional Special Needs Plans. *American Journal of Managed Care* 25(9): 400-405.

Partnership numbers



92% of family members are satisfied with Optum¹



North American Population Health Management Company of the Year³

Learn more about how Optum can help you support your patients.

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