

Optum Scheduling

Addressing consumer needs with self-service scheduling



It has become increasingly important for health care providers to have the strategic initiatives in place that will deliver strong patient engagement and a more positive experience. Without these elements, the welfare of their business is at risk. Patient satisfaction with the financial aspects of their care is critical for providers as patients have assumed more knowledge — and responsibility — for the cost of care. Providing a smooth experience for patients can help ease burdens in every stage of the revenue cycle.

Serving as a digital access point, online scheduling is a valuable self-service tool for patients. Appointments can be made or rescheduled whenever the patient chooses to do so, even outside of the physician's normal business hours.

Ensuring seamless appointment scheduling can go a long way in getting patients in the office door and engaging with their health care. However, many providers fall short on this front, highlighting a need for appointment scheduling overhauls. This is a critical issue, especially in an industry that increasingly views patients as consumers. With patients shopping around for convenient care options, having the right system in place to handle appointment scheduling demands is essential.

Optum360 offers an enterprise-wide online scheduling solution for hospitals and physician groups that streamlines scheduling for the full range of medical services:

- ✓ Physician appointments
- ✓ Emergency care
- ✓ Labs and diagnostics
- ✓ Radiology
- ✓ Therapy
- ✓ Wound care

179,000 scheduled appointments in 2018

21% scheduled outside of normal business hours

57% new patients vs. existing patients

74% of appointments associated with commercial payers

Comprehensive and connected

As a cloud-based physician search and scheduling platform, Optum® Scheduling helps make health care more accessible and efficient. It features intuitive functionality, real-time scheduling capabilities and a flexible platform that supports multiple use cases for provider-to-provider scheduling and patient self-scheduling. The omnichannel approach of our platform allows us to connect to the physician schedule and deploy it in many different ways across different digital access points, such as provider websites and payer directories.

Our comprehensive solution allows you to:

- Support innovative digital marketing strategies that engage with today's consumers
- Capture new patients by improving access and ease of making an appointment
- Retain existing patients with a convenient way to schedule and manage upcoming appointments
- Increase effectiveness of referrals by scheduling the visit before the patient leaves the office
- Carefully track and manage care transitions across the continuum of care to support accountable care arrangements

Optum Scheduling is a one-stop website that makes it easy for patients and providers to schedule and manage health care appointments. It aggregates appointment availability from providers of all types with detailed descriptions, embedded maps and the ability to search by insurance plans. Since Optum Scheduling is cloud-based, there is no software to install. The efficiency and flexibility of its design allow you to choose the scheduling system that works best for your office.



DIRECT TO CONSUMER

- Power online scheduling via insurance portal physician directory



HEALTH SYSTEM TO CONSUMER

- Create white-label scheduling portal on your own health system's website and directories



PROVIDER TO PROVIDER

- Activate scheduling within physician-to-physician referral processes to maximize volume capture
- Allow care managers to proactively schedule appointments on behalf of at-risk patients

OPTUM SCHEDULING FEATURES

Scheduling controls at multiple levels

- Practice
- Provider
- Time slots

Types of scheduling controls

- New and existing designation for time slots
- Time buffers to allow for pre-appointment workflow steps to happen

Booking form questions to help prevent inappropriate bookings

- Specific questions to prevent online booking based on answer
- Helps direct patients with more complicated needs to call for the appropriate appointment scheduling

Easy to control inventory

- Easy time slot selection
- Schedule blocks

Patient communication aids

- Message about scheduling
- Custom messaging

Robust provider profile management

- Self-manage many aspects of each provider's profile
- Allows for additional messaging to help consumers learn more about a particular service at a practice location
- Manage accepted insurance plans

Solution benefits



COST AND TIME SAVINGS

Providers save on average five minutes per appointment scheduled online vs. over the phone. With fewer phone calls, frontline staff can devote time to other tasks.



BETTER PATIENT EXPERIENCE

The flexibility to schedule online allows patients to book a convenient time at their own pace, increasing patient satisfaction.



INCREASED REVENUE

Online scheduling drives new patient volume through its ease of access. Additionally, online scheduling leads to increased loyalty among existing patients.



LESS REVENUE LEAKAGE

In-network providers are put at the forefront for referrals. An online scheduling solution increases the flow of downstream revenue back into your organization.



FEWER MISSED OPPORTUNITIES

“No-shows” become less common as Optum Scheduling sends automated reminders to patients before their appointments. It also provides a channel to fill empty same/next-day slots that would have gone unused.

For more information:

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