

Optum360 Referrals

Ensure continuity of care with a real-time, EMR-agnostic solution

Referral management is an increasingly important part of enhancing the patient experience and coordinating care within any care network. Referrals ensure that patients receive the appropriate treatment from specialists for specific or complex conditions. But the fragmented nature of the health care system makes it challenging for providers to efficiently manage referrals.

Referral workflows and trends are often poorly documented and misunderstood. Inappropriate referrals, outdated technology and insufficient data can result in care gaps and delayed care for patients, and revenue leakage for providers. A comprehensive referral management system can reduce operational leakage at the point of referral, increasing total referral volume and in-network coordination. As a result, network and practice efficiency improves, and physician practice loyalty strengthens.

Solving the referral dilemma

The referral path is not always as direct as it seems. There are several obstacles that make it difficult to manage.



CLINICAL CRITERIA

- Specialty
- Sub-specialty



PATIENT PREFERENCE

- Insurance
- Geography
- Language



LOGISTICAL HURDLES

- Outdated insurance roster
- No visibility into availability
- Frustrating manual process
- Outdated communication and technology

Optum360[®] Referrals offers hospitals and physician groups a comprehensive and seamless solution that manages the entire referral process from start to finish. Our web-based, EMR-agnostic platform facilitates clinical referrals across settings, improving care coordination throughout your preferred provider network.

Our intelligent platform leverages physician rosters and patient-provider matching algorithms to match patients with the most appropriate destination for care. It replaces cumbersome and time-consuming manual processes, improving both staff efficiency and patient satisfaction. The Optum360 Referrals workflow and decision support capabilities help prevent leakage at the point of referral, while its seamless tracking, measuring and reporting tools offer insights into the referral side of your practice.

OPTUM360 REFERRALS BY THE NUMBERS

4,392

Average daily referrals

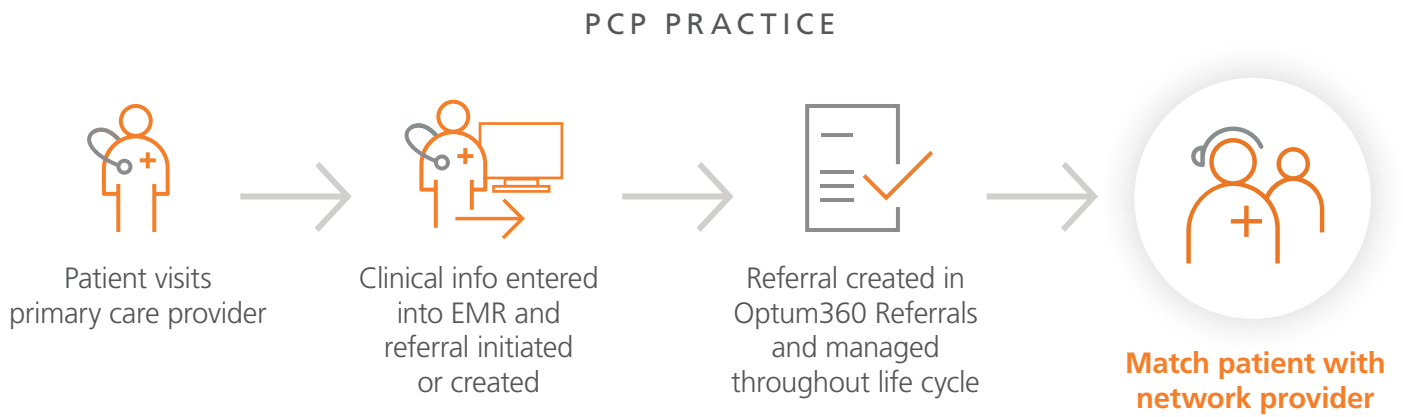
200K+

Providers within the system

5M+

Total referrals processed

Solution features



Real-time referral tracking and reporting

- Identify sources of outmigration
- Secure, closed feedback loop between clinics
- Prioritize network development and referral strategy efforts

Strategic patient provider matching

- Smart search and rules engine for best match
- Algorithms favor in-network providers
- Filter direct patients to most appropriate referral destination based on cost, quality and network

Paperless documents and results sharing

- Electronic document transfer and tracking
- Close the referral loop with care transition updates
- Create platform across provider network

Provider-to-provider scheduling option

- Provider-to-provider calendar access to view availability and schedule appointments
- Call center ability to schedule appointments

Key solution results

- On average, a single referral kept in-network results in downstream professional and inpatient fees of **\$1.8K** annually.
- Optum360 Referrals has proven an effective tool in significantly reducing out-of-network referral leakage by **2% to 6%** on average.
- Depending on system-wide volumes, Optum360 Referrals consistently delivers annual downstream ROI ranging between **\$1M–10M**.

Solution benefits



Maintain network integrity

Smart search algorithms make it easy to identify and refer to other in-network physicians and practices.



Track and manage network leakage

Capture actionable out-of-network reason codes in real time, by practice, by physician, by specialty, by sending user.



Improve continuity of care

Easily find a referring partner (in- or out-of-network) and ensure a closed feedback loop to help physicians communicate about shared patients.

For more information:

Email: optum360@optum.com

Call: 1-866-223-4730

Visit: optum360.com



11000 Optum Circle, Eden Prairie, MN 55344

Optum360® is a registered trademark of Optum, Inc. in the U.S. and other jurisdictions. All other brand or product names are the property of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2019 Optum, Inc. All rights reserved. WF1288753 08/19