

BrainHealth Strategies

A new frontier in behavioral health – integrated neuroscience

UnitedHealthcare has developed a truly unique clinical assessment and management approach to understand and consider the complex relationship between “brain health performance” and effective evidence-based treatments – **BrainHealth Strategies**.

Better treatment decisions — more effective and efficient care

One individual's behavioral health is not the same as anyone else's. We can provide more accurate and effective treatment by identifying a person's cognitive, emotional and behavioral issues. This helps us understand conditions that can affect the brain and body. In many cases, we can screen for behavioral risks for early case identification. A complete view of each individual's behavioral health, social skills, resiliency and cognitive circumstances is vital in providing more accurate and effective treatment.

Cognitive assessment for optimal interventions

Health management is about optimizing human functioning at home and in the workplace. The best measure we have of everyday functioning is cognition, the way we process information.



The potential benefits

- Efficient screening for risk in population and specific disease management programs
- Specific strategies to effectively engage members in programs based on their unique personality style
- Decision support to provide options to practitioners on potential interventions (potentially reduces treatment trial-and-error)
- Ability to monitor and measure meaningful change

Convenient, fast and easy assessment

- Game-like tasks and simple exercises for active engagement
- Convenient Internet access
- Scientifically validated decision support rules
- Ability to repeat assessment for tracking progress and monitoring treatment effectiveness

By measuring complex brain functions such as memory, attention, executive function, response speed, mood, social skills, and emotional resilience, you can identify the strengths and vulnerabilities that characterize each individual brain and get a snapshot of how a person interacts in the real world.

Evidence-based, objective information enables an **optimal intervention strategy** for each individual and provides a way to monitor their responsiveness to treatment.

WebNeuro — No ordinary assessment tool

Our exclusive online screening and assessment tool provides an objective, personal brain performance profile that includes cognitive, emotional and behavioral measures.

By comparing age, gender and education with those of similarly matched data in a sophisticated international database, we can evaluate unique function at a particular point in time. This tool uses advanced algorithms to identify potential therapies and provides medication and intervention options that are most likely to be successful for each individual (based on scientific literature) – complementing a professional's assessment.

Boosting workplace performance

Measuring and addressing brain function factors are likely to impact optimal performance, including attention and concentration, planning and adaptability, long-term memory and emotional recognition. We screen for stress, anxiety and depression to identify risk of attrition, absenteeism, and safety issues — to provide immediate proactive support.

Specialized care advocates make the difference

We have specially trained, licensed care advocates who determine when to offer the assessment. They review the results and engage members and treating physicians to coordinate a tailored care plan.



How the process works

- 1. Engagement:** We engage members and provide access to our brain health assessment.
- 2. Assessment:** They complete a “game-like,” confidential 40-minute online assessment for a personal brain function via the Internet.
- 3. Analysis:** “Scores” are compared to similar people, in a sophisticated, relational database on human brain functioning.
- 4. Personal report:** Within minutes, a personalized private report lists their profile, cognitive strengths and deficits and possible interventions.
- 5. Consultation:** The report is automatically generated and enables the treatment team to provide objective, research-based decision support data to help determine the most appropriate treatment and support. The report also includes support guidance for family members.
- 6. Validation/remote monitoring:** At determined milestones, the member is requested to retake the assessment to monitor progress, help ensure treatment is effective and identify any additional problems.

Unmatched clinical integration and new directions in care

We are the only national managed care organization to offer all the necessary clinical management expertise and this technology. BrainHealth Strategies is embedded in our LifeSolutions and EAP behavioral health programs and is inspiring an entirely new portfolio of future groundbreaking programs uniquely designed to:

- Offer efficient depression screening and treatment decision support for physicians
- Help children with attention-deficit/hyperactivity disorder (ADHD) and learning disabilities
- Screen seniors to address the cognitive disorders associated with aging
- Screen military personnel for post-traumatic stress disorder and traumatic brain injury
- Assess factors related to workplace productivity and effective managerial performance
- Screen individuals for insomnia and sleeping disorders – one of the fastest-growing areas in medication use

Focusing our resources to activate your population

WebNeuro’s compelling triage functionality includes additional measures like negativity bias, social skills, and emotional resilience to help our Care Advocates better define the appropriate level of engagement and support. They align resources for the greatest possible impact on your employees. Research has shown that people who are properly engaged in treatment are more likely to stay in treatment and have positive outcomes.¹

¹Drake RE, Mueser KT, Brunette MF, McHugo, GJ: A review of treatments for people with severe mental illnesses and co-occurring substance use disorders. *Psychiatric Rehabilitation Journal* 27:360–374, 2004.

Contact us today

To learn more about our BrainHealth Strategies, contact your UnitedHealthcare representative.

BrainHealth Strategies is not intended to be a substitute for clinical treatment. BrainHealth Strategies makes additional resources and tools available to aid in therapy and medical treatment in the judgment of the treating clinician. Some recommendations and treatment may not be covered under UnitedHealthcare programs.



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