Behavioral Health

A key ingredient to total health management

Optum Behavioral Health │ 2017 Preview
November 30, 2016 Consultant Webinar

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The power of partnership: delivering results.

**Better Experience**
Simplifying and personalizing the health care experience.

**Better Health**
Providing access to quality care and integrated clinical/Rx programs.

**Better Cost Control**
Delivering strategies and tools to help manage the total cost of care.
Today’s Session: Behavioral Health: *a key ingredient to total health management*

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Employer Market Product Leader & SVP, Behavioral Health  
Optum

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Network Strategy  
Optum
Agenda

1. Why Behavioral Health matters to your customers
2. Enhancements our Behavioral product and network
3. Questions?
Overarching Market Needs

**Simplicity**
- Individual products and the differences between them must be easy to understand
- Limited number of product options for segments with lower behavioral health spend

**Cost-effectiveness**
- Products must meet stringent budgets for both administrative and benefits expense
- Buy-ups must show demonstrated returns of incremental investments

**Modularity**
- Reusable, scalable product features that can be toggled on or off
- Best approach to meet specific customer needs in a cost-effective manner

**Medical-behavioral integration**
- Better coordination of medical and behavioral care to lower total benefits expense
- Likely increased behavioral benefit expense to reduce unnecessary medical expense
Why behavioral health matters

One in five adults experiences a mental health challenge

21% total health cost impact
- Untreated and undiagnosed anxiety and/or depression
- Cost of care for serious medical conditions with comorbid depression and/or anxiety

Behavioral health issues ...

Are often not addressed
Depression is undiagnosed 24% of the time, on average, among patients with chronic medical conditions.

Impact ability to work
Those with depression took 33% more sick days than those with medical-only conditions — and 105% more if they had a comorbid medical condition.

Hinder productivity
Depression drives a 238% increase in lost productivity costs.

Substance misuse disorder is becoming an epidemic

12% of all Substance Use Disorders are Opioid Use Disorders\(^1\)

- **1.9M** Americans have a substance use disorder- with prescription pain killers
- **586K** Americans have a substance use disorder- with heroin

It is estimated that 23% of individuals who use heroin develop an opioid addiction\(^2\)

Drug addiction is now the leading cause of accidental death driven by Opioid Use Disorders\(^3\)

- **4X** increase from 2002 to 2013\(^4\)
- **3X** increase from 2010 to 2013\(^5\)

Heroin-related deaths are rising

About Optum Behavioral Health (OBH)

- We are the nation’s largest accredited managed behavioral health care organization.
- We provide services to more than 33.5 million Americans.
- OBH is supported by the largest behavioral provider network in the United States — more than 140,000 practitioners.

We are uniquely positioned to bridge gaps in the current health care system by offering the most comprehensive array of innovative and effective behavioral health products and services including:

- Integrated behavioral health programs
- Depression management
- Substance Use Disorder (SUD) support
- Telephonic behavioral health programs
Optum Behavioral Health helps members become healthier by approaching them holistically to improve physical, emotional, mental and social outcomes.

Progress members toward “healthier”

IDENTIFY AND STRATIFY   >   ENGAGE AND INTERVENE   >   MEASURE AND IMPROVE
Tackling the gap in care: Medical Behavioral Integration
Medical behavioral integration (MBI) addresses the interaction between a medical condition and a behavioral condition when the lack of appropriate diagnosis and/or treatment of one of those conditions impacts the other.

Gaps in care are costly

Comorbid behavioral disorders drive up health care costs; 80% of these are for medical services.¹

Comorbid depression is undiagnosed 30% of the time in primary care settings.²

Members with a diagnosis of depression have 171% higher medical costs per member per month (PEPM).³

High-cost claims = 44.1% of total payments.³

The market uses the term “medical-behavioral integration” broadly

MBI has never been precisely defined, nor the meaning widely agreed upon, within the broad health care industry

MBI is used to describe several kinds of integration between medical and behavioral disciplines

- Multi-disciplinary case management
- Integrated patient engagement
- Integration in primary care settings
- Designated teams
- Integrated population stratification
- Co-location
- Aligned payment models
- Data sharing
- Patient records

“There is no “one-size-fits-all” model for behavioral health integration. Efforts to integrate care can encompass clinical, financial and administrative domains.”

― MACPAC

“We need case management to connect our members to the behavioral support they need.”

― ETCH Children’s Primary Care
MBI treats our members holistically, instead of as a medical patient and/or a behavioral patient.

We recognize that our members’ health status changes over time. We must respond comprehensively to these members’ needs at every step. We call our whole-person approach “medical behavioral integration” (MBI).
Introducing Complex Medical-Behavioral Intervention

Our approach to managing members’ health is to integrate behavioral care as broadly as possible. This relies heavily on:

- Integrated stratification and identification
- Interventions designed specifically to meet the challenges posed by medical and behavioral conditions, and the complications that comorbidity brings
- Developing metrics that incorporate all aspects of a member’s health
- Integrated consumer engagement across all touchpoints
Tackling the substance use disorder network issue
Network strategy to address substance use disorders

- Extensive recruitment of medication-assisted therapy (MAT) providers as an alternative to inpatient and residential programs
  - Increased by **2,062 providers at 4,822 locations** since 2013
- Developed preferred network based on objective quality and cost metrics
- Enhanced our use of age-specific peer support groups and recovery coaches
- Developed immediate access provider network to improve member engagement and access
- Incent provider to improve member outcomes using bundled payment approach that rewards outcomes and supports member engagement (e.g., reduced copays)
- Developed provider partnerships to accelerate expansion

We use “heat maps” of episode-cost data and tiered network providers to identify underserved regions.
Guide members to the best option

- Substance Use Treatment Helpline
- Facility Benefit Inquiry — member outreach
- Employee and manager communications
- liveandworkwell.com/recovery
Improving access to care

Telemental health
Express Access
Network enhancements
Telemental health takes behavioral health care forward into a world where technology plays a predominant role in everyone’s lives. Optum is the only national MBHO with an independently contracted and integrated telemental health network — unlike others who subcontract their network from smaller vendors. The largest proprietary telemental health network in the country.

- Same industry-leading performance tiering criteria
- Credentialing standards aligned with ATA and NCQA*
- Same reimbursement as face-to-face sessions

3,000+ telemental health providers in all 50 states by 2017

66% of Americans would use mobile technology to manage their health.

1Based on Optum competitive analysis and DATE-See UHC DECK
2Source, Adler, 11/1/2016
# Telemental Health Services: Today and more to come

We’re continuing to improve the member experience, increase access to more providers and empower members to seek the right care on their terms.

<table>
<thead>
<tr>
<th>Member experience</th>
<th>Access</th>
<th>2016 Today</th>
<th>Q4</th>
<th>2017 Q1</th>
<th>Q2+</th>
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<tbody>
<tr>
<td>Members can easily access Telemental Health Services (TMH) through <a href="http://liveandworkwell.com">liveandworkwell.com</a></td>
<td>~1,600 providers currently offering TMH visits, including vendors: • American Well® • Doc-On-Demand™ • 1DocWay • HealthLinkNow/MDLIVE®</td>
<td></td>
<td></td>
<td>(New) Optum Behavioral Health telehealth portal with improved visit scheduling capabilities will streamline the member experience through the use of a standard technology platform</td>
<td>(New) Behavioral Health Network integration with new myUHC provider search and transparency experience</td>
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<td></td>
<td>Up to ~3,000 providers will be offering TMH visits by the end of 2016 through their different telehealth platforms</td>
<td>UHC Virtual Visits with behavioral health (BH) providers on American Well and Doc-On-Demand networks will now pay through members’ BH benefits</td>
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<td>More access and expertise — Recruiting EAP providers to be TMH providers and contracting with TMH providers to also offer Express Access</td>
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Telemental health delivers value to all stakeholders

**Members**
- have a convenient, comfortable way to access care

**Employers**
- can better connect employees with the care they need to maintain health and productivity

**Providers**
- can better serve members with the ability to quickly make scheduling changes or address urgent needs
Express Access Network — Improving member experience and speed to appointment

Peer-reviewed research has shown that decreased wait times for treatment are associated with improved outcomes. Express Access Network tops the industry standard of typical two-week wait times. The network’s improved access and availability can, in turn, lead to a significant decrease in missed or “no-show” appointments.*

93% of members within 30 miles of an Express Access provider
Advancing our value-driven approach

Well-established

- Affordable, High-Quality Networks
  - Rigorous Credentialing
  - Negotiated Discounts
  - Robust Coverage
  - Consumer access to quality care

Leading the Way

- Performance-Centered Value
  - Performance Metrics, P4P
  - Transparency
  - Tiered Network
  - Consumer access to best care

Here Now

- Rewarding Consumer Choice
  - Configured Networks
  - Consumer Empowerment
  - Selection Rewards
  - Consumers routinely using best care
Coming soon

Advocate4Me

Enhanced Caregiver Support
Advocate4Me℠ enhancements

Advocates and behavioral health specialist available to support member needs.

- **Behavioral health specialist** addresses and resolves needs, including behavioral authorizations.
- **EAP specialist** addresses and resolves EAP-related needs.

Intelligent routing:
- Member identification
- Natural language routing (phone only)
- Robust data and insights

If EAP-specific inquiry, member connects directly to EAP specialist through IVR prompts or advocate can warm transfer them.

Advocate seamlessly integrates behavioral specialist, as needed.
Enhanced caregiver support on LiveandWorkWell.com

New articles, resources on access to online forums

**Resources**
- Caregiver Action Network
- Caregiver.com
- Eldercare Locator
- Family Caregiver Alliance – Family Care Navigator

**Videos**
- Caregiving: Take Care of Yourself Too

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UnitedHealthcare
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