



# Advancing the revenue cycle toward a denial-free future

By modernizing the financial exchange and improving economics for all parties, Optum is helping to advance the revenue cycle towards a denial-free future. Payers and providers both face unprecedented challenges that create friction and inefficiency.

## A SYSTEM FRAUGHT WITH FRICTION



Inaccurate and incomplete documentation



Patient unaware of payment responsibility



Lack of insight on denial root causes



Lack of transparency



Complex and inefficient processes



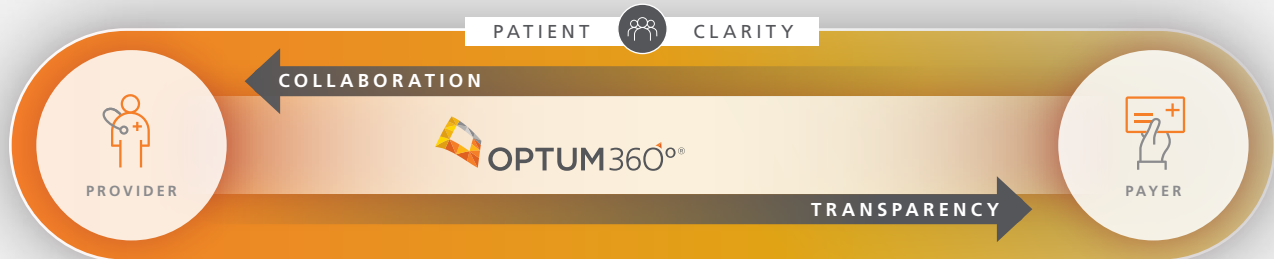
Changing regulations and payer policy



90% of denials are preventable

## STRATEGICALLY POSITIONED BETWEEN PAYERS AND PROVIDERS

Centrally positioned between payers and providers, Optum360® can improve transparency and collaboration to alleviate many of these challenges.



## CLIENT SUCCESSES

**31%** Reduction in denied claims

Medicare claims processor reduces denials by strengthening provider relationships through claims transparency.

**10%** Improvement in patient bad debt

Large diagnostic services provider collaborates with payers for contractual rates to generate accurate costs estimations at the point of care.

**OPTUM360 SOLUTIONS ADDRESS THE ENTIRE CYCLE**

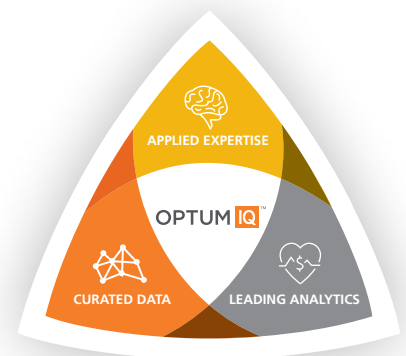
<p><b>PATIENT FINANCIAL EXPERIENCE</b></p>	<p><b>DOCUMENTATION AND CODING IMPROVEMENT</b></p>	<p><b>CLAIM INTEGRITY AND PROCESSING</b></p>	<p><b>DENIAL MANAGEMENT AND RECOVERY</b></p>
<p>Create cost transparency, provide patients with estimates and simplify payment options to improve patient satisfaction with their financial experience.</p>	<p>Produce complete and accurate coding to address regulatory requirements, support quality initiatives and enable revenue integrity.</p>	<p>Enable effective claim editing and processing to help reduce the risk of denials, uncover unbilled revenue and improve payment accuracy.</p>	<p>Detect underpayments, recover denied revenue, manage appeals and prevent future denials with root cause analysis.</p>

**OUR FLEXIBLE ENGAGEMENT MODEL MEETS YOU WHERE YOU ARE**

<p><b>TARGETED SOLUTIONS</b></p>	<p><b>MANAGED SERVICES</b></p>	<p><b>STRATEGIC PARTNERSHIP</b></p>
<p>Advance the revenue cycle with our industry-leading technology solutions</p>	<p>Modernize key functional areas of the revenue cycle with technology-enabled managed services</p>	<p>Achieve long-term revenue and savings with full operating transformation</p>

**OPTUMIQ**

Optum360 leverages our central position through the rich content, clinical intelligence and payer-aware rules refined by decades of experience in Optum IQ to provide unmatched value for your organization.



**CURATED DATA**

**Build a common language.**  
5,000 pages of clinical research and 13 million reviews support our second-level recommendations.

**LEADING ANALYTICS**

**Innovate with purpose.**  
Optum NLP identifies key facts to apply correct coding guidelines and accurate documentation to over 3 million documents daily.

**APPLIED EXPERTISE**

**Guide action for success.**  
140+ full-time experts distill the entirety of our domain knowledge into 130 million claim edits.

Contact us today to learn what Optum360 can do for your revenue cycle.

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