



## Health support at your employees' side.

Health care can be confusing, time consuming and stressful. You know it and research confirms it. According to a member health insurance plan study by J.D. Power, consumers have a difficult time making the best health care decisions.<sup>1</sup>

Unlike other advocacy models that rely on a concierge approach, UnitedHealthcare has created a circle of caring support designed to deliver uniquely personalized, consistently helpful interactions with the goal to achieve proven outcomes.

### A circle of caring support.

#### **Advocate4Me® is designed to provide:**

- Reduced medical and pharmaceutical costs.
- Increased health engagement.
- Decreased gaps in care.
- Increased employee satisfaction with the health plan.
- Reduced calls to your HR department.
- A simple, personalized experience.

Give employees the relief of knowing the help they need is already at their side. They simply need to reach out.

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**Advocate4Me organizes all aspects of care** around your employees to answer their questions and solve their issues, including financial, benefits and claims, pharmacy, provider search, plan selection, wellness, emotional health, clinical support and complex health care support.

**The Advocate team “owns the inquiry”** and stays with the employee to make sure the problem or question is resolved; this level of hands-on accountability helps to remove the burden from employees in getting help and employers in providing support.

**UnitedHealthcare hires high-caliber employees with a range of specialized skills**, including nurses, to serve as Advocates. A team of specialists, like pharmacists and medical directors, support the Advocates.

Using robust data and sophisticated technology, **employees get the Advocate who is best able to understand their situation** and provide the support needed at that moment.

## Consistently helpful interactions.

Unlike a concierge approach that can bottleneck the process, UnitedHealthcare uses a patent-pending technology and process called Predictive Personalization that enables uniquely personalized interactions.

A dashboard gives Advocates insights about each employee to help deliver consistently helpful interactions. These interactions give employees the information and support they need to resolve their inquiries and help them make more informed health decisions.



UnitedHealthcare has the health intelligence and robust analytics to deliver this sophisticated service.



For more information about Advocate4Me, please contact your UnitedHealthcare representative.

## Proven outcomes for your employees and for you.

Advocate4Me is designed to help employees make more informed health care choices . . . choices that may lead to reducing costs and closing gaps in care.

# 88%

of consumers have a high level of trust in information received from their Advocate.<sup>2</sup>

The overall satisfaction rate is over

# 91%<sup>3</sup>



From confusion and frustration to satisfaction and trust . . . isn't it good to know that your employees can simply reach out for the help they need — help that is right at their side?

To further enhance the Advocate4Me experience, we also offer two package options, giving your employees even deeper levels of personalized and proactive attention.

<sup>1</sup> J.D. Power & Associates 2010 Member Health Insurance Plan Study.

<sup>2</sup> Trust = Question as asked in the United Experience Survey: "Rate the trust you have in the answer you received." January 2014 – November 2016.

<sup>3</sup> UnitedHealth Group Advocate4Me Operations Scorecard, January 2014 – February 2018.

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