

AN OMNICHANNEL RX EXPERIENCE

# OptumRx Mobile Applications



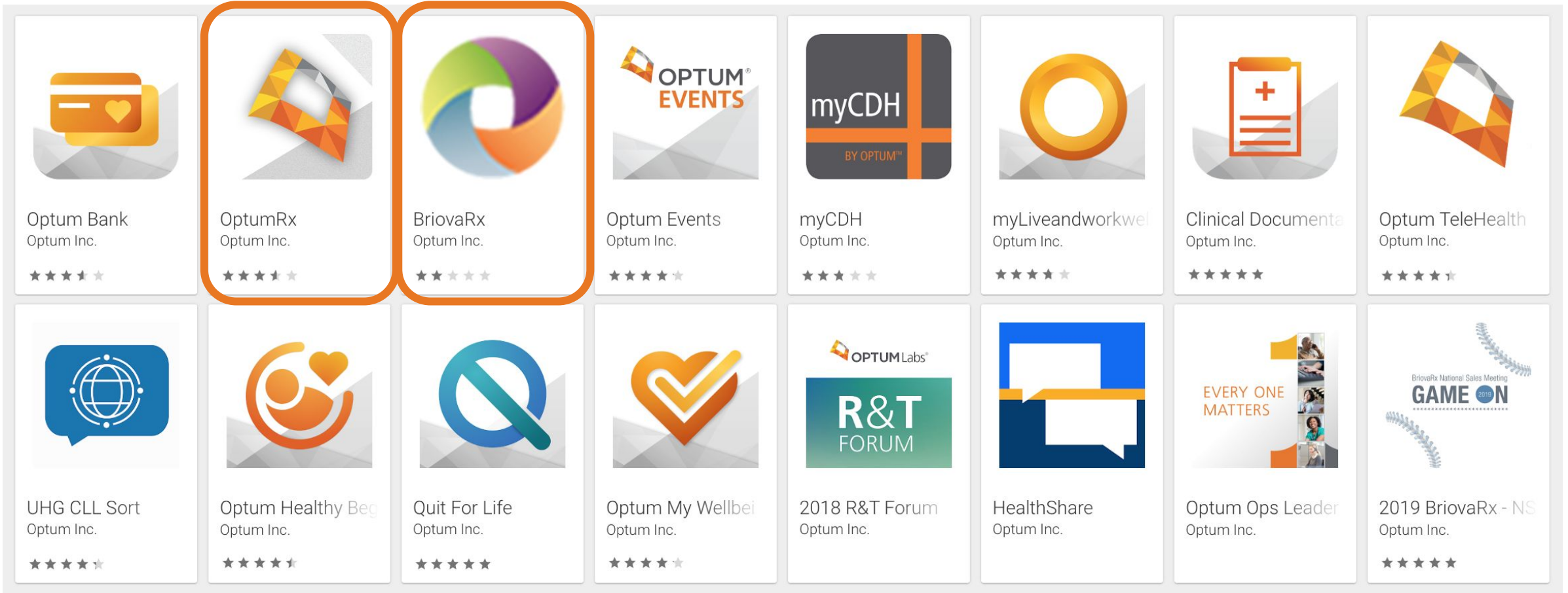
# Opportunity: Growth and Fragmentation

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- Mobile usage and app downloads continue to rise
- Projections outpace current levels
- Continual growth
  - Opportunities
  - Market fragmentation
  - Experience fragmentation
- Optum and OptumRx are no exception.
































# Optum Mobile Landscape



as of Feb 2019

# Optum + UHC

 <p>Optum Bank Optum Inc. ★★★★★</p>	 <p>OptumRx Optum Inc. ★★★★★</p>	 <p>BrivoRx Optum Inc. ★★★★★</p>	 <p>Optum Events Optum Inc. ★★★★★</p>	 <p>myCDH Optum Inc. ★★★★★</p>	 <p>myLiveandworkwell Optum Inc. ★★★★★</p>	 <p>Clinical Documents Optum Inc. ★★★★★</p>	 <p>Optum TeleHealth Optum Inc. ★★★★★</p>
 <p>UHG CLL Sort Optum Inc. ★★★★★</p>	 <p>Optum Healthy Beginnings Optum Inc. ★★★★★</p>	 <p>Quit For Life Optum Inc. ★★★★★</p>	 <p>Optum My Wellbeing Optum Inc. ★★★★★</p>	 <p>2018 R&amp;T Forum Optum Inc. ★★★★★</p>	 <p>HealthShare Optum Inc. ★★★★★</p>	 <p>Optum Ops Leader Optum Inc. ★★★★★</p>	 <p>2019 BrivoRx - NS Optum Inc. ★★★★★</p>
 <p>UnitedHealthcare UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Health4Me UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>UHC Student Resources UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>UHC Healthy Pregnancy UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Consumer Accounts with UMR UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>LEAN UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>United Healthcare Service Heroes UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Global Service Heroes UNITED HEALTHCARE SERVICES ★★★★★</p>
 <p>2019 C&amp;S NSC UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Fall 2018 HTAC UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Fall 2018 HEAC UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>DSI Forum UNITED HEALTHCARE SERVICES ★★★★★</p>	 <p>Enterprise Meeting UNITED HEALTHCARE SERVICES ★★★★★</p>			

as of Feb 2019

# Optum + UHC

Mobile app	Platform	Purpose
Optum TeleHealth	iOS, Android	IoT products + health questions
myOptum	iOS	Access all eligible Optum products—bank, Rx, med reminders, claims, etc.
myLiveandworkwell	iOS, Android	Employee Assistance Program (EAP)
NowClinic	iOS	Virtual visits and prescriptions
Clinical Documentation Guide	iOS, Android	Provider search for diagnosis, symptom, and procedure codes
OptumRx	iOS, Android	Managing and ordering prescription and OTC medications
BriovaRx	iOS, Android	Managing and ordering specialty medications
#HealthShare	iOS, Android	Company and industry insights (possibly for UHG employees—target audience uncertain)
myCDH	iOS, Android	HSA, HRA and FSA management for former members of US Bank “CDH members”
2019 BriovaRx NSM	iOS, Android	BriovaRx National Sales Meeting 2019 Event app
Optum Events	iOS, Android	Event app for “Optum Conferences” attendees
Optum Bank	iOS, Android	Management of accounts for Optum Bank users.
Quit For Life [[Mobile]]	iOS, Android	Health and wellbeing app for UHC members to quit smoking
Optum Healthy Beginnings	iOS, Android	Health and wellbeing app for pregnancy and delivery
UHG CLL Sort	iOS, Android	Leadership test and assessment app for internal senior leadership UHG employees
Optum My Wellbeing	iOS, Android	Health and wellbeing app with coaching, fitness and mood tracking
2018 R&T Forum	iOS, Android	Event app for the 2018 Optum Labs Research & Translation Forum
Optum Ops Leadership Summit	Android	Event app for the annual Optum Operations Leadership Summit

as of Feb 2019



# Opportunity: Rx Omnichannel Experience

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- Fragmentation disrupts an omnichannel experience
  - Consistency
  - Channel optimization
  - Seamlessness
- Fragmentation ultimately causes a lack of confidence and efficiency
- Solid omnichannel UX cultivates familiarity, learnability, and trust
- A successful omnichannel experience requires a clear vision



# The Road to Success

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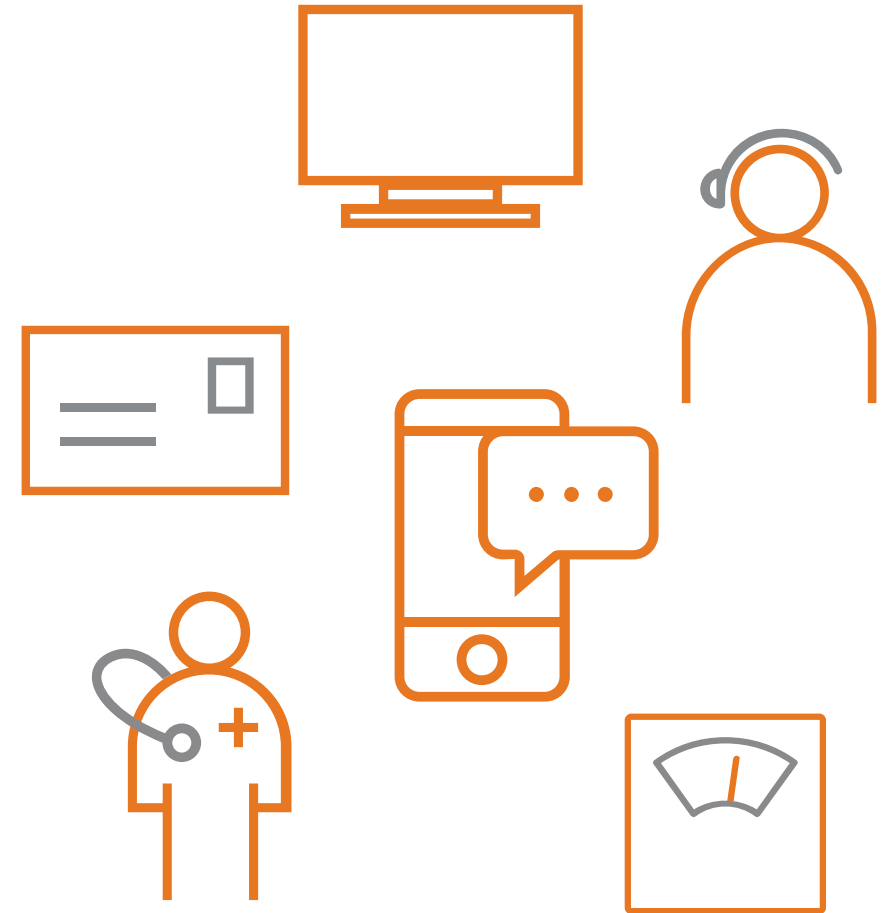
- Any mobile experience must...
  - Seamlessly fit the end-to-end consumer experience
  - Have a clear purpose, value proposition, and **vision**
  - Serve the key components of effective omnichannel experiences
    - Consistency
    - Device optimization
    - Seamless transitions
    - Orchestrated journeys
    - **Collaborative channels**
- We must clearly understand where and how our mobile app(s) should fit in to our members' lives



# Collaborative Channels

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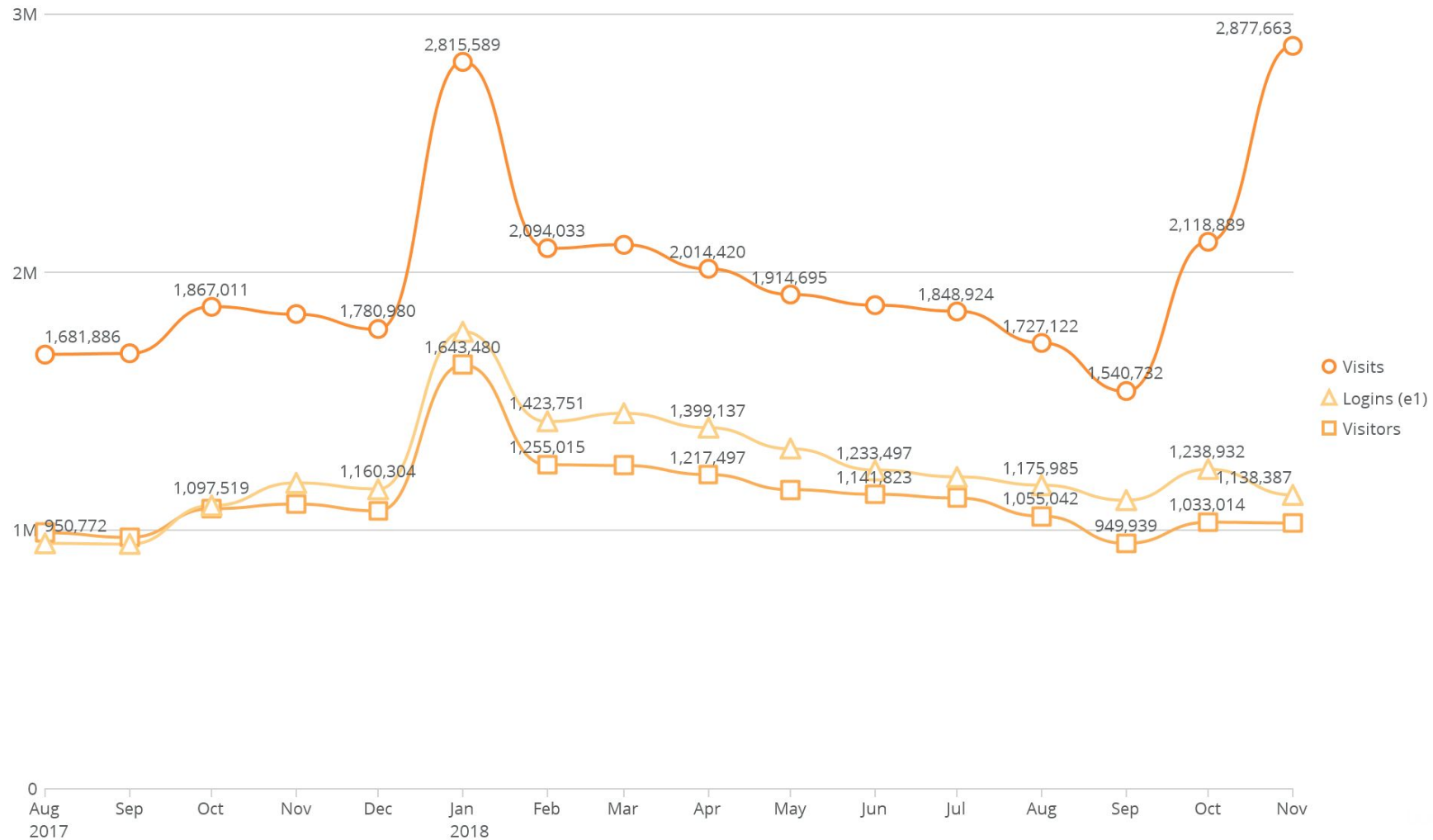
- Significant omnichannel opportunity: Collaborative Channels
  - Within OptumRx Digital
  - Across OptumRx
  - And hopefully Optum as a whole
- Current experience is a complex set of systems
- Systems may not be optimized for the current (or future) digital landscape
- We can drive success through...
  - Evangelizing positive member experiences
  - Collaborating with product owners across OptumRx.





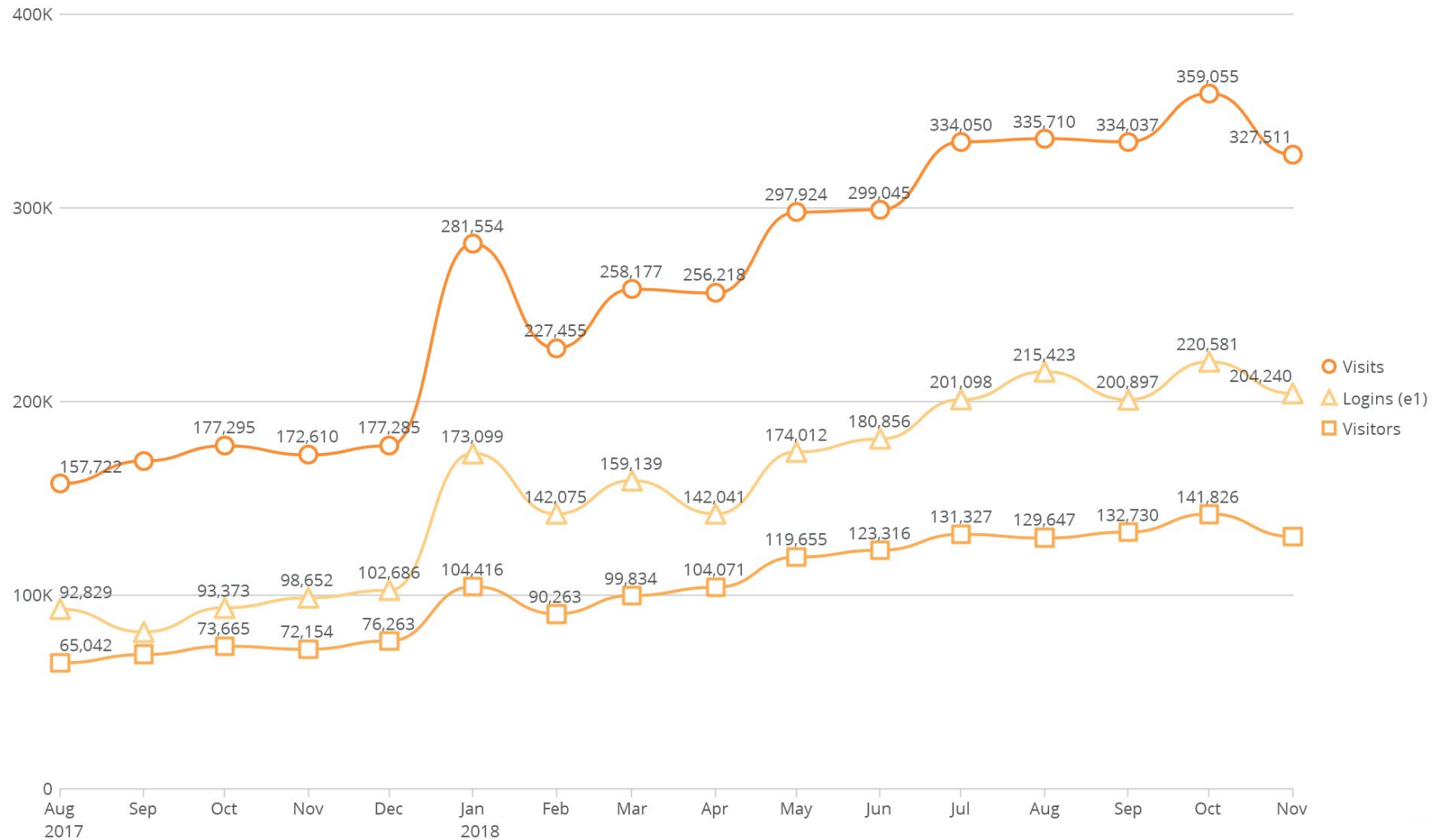
# ORx Web Visits & Logins

Filters applied: Period <= 2018-11-30



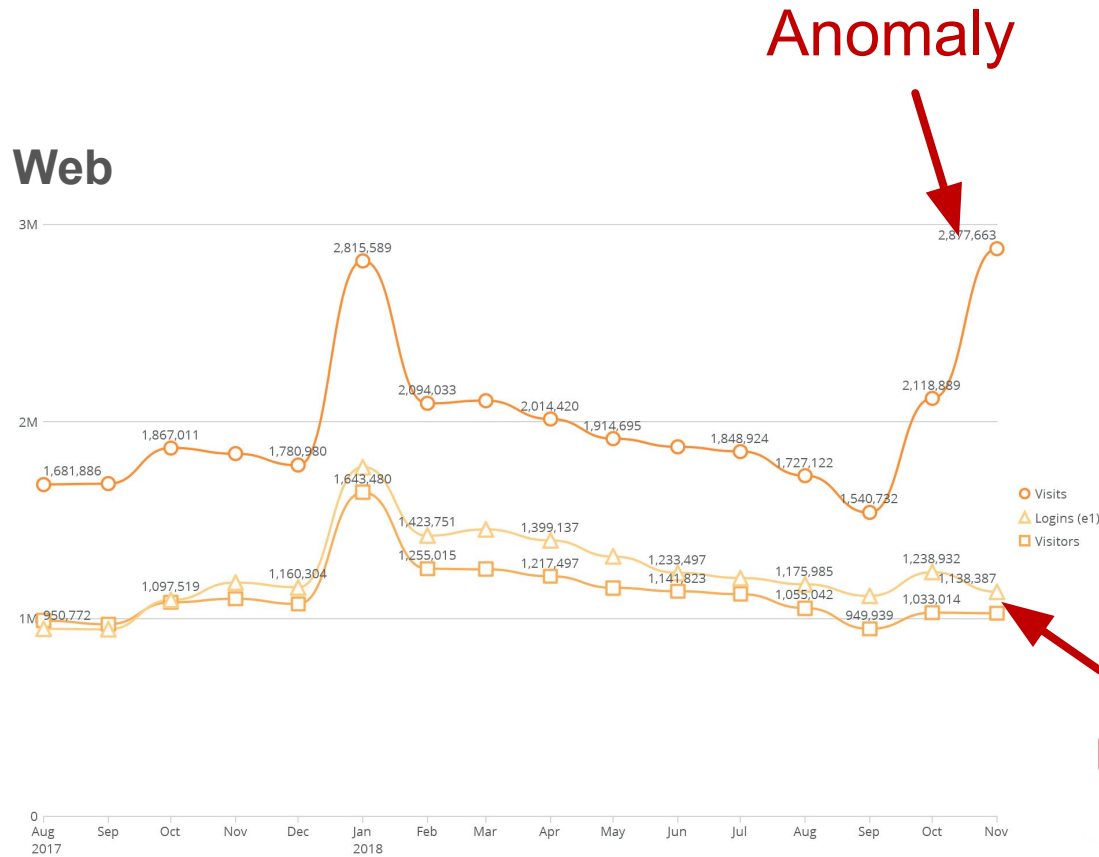
# ORx App Visits & Logins

Filters applied: Period <= 2018-11-30



# Visits & Logins Compared

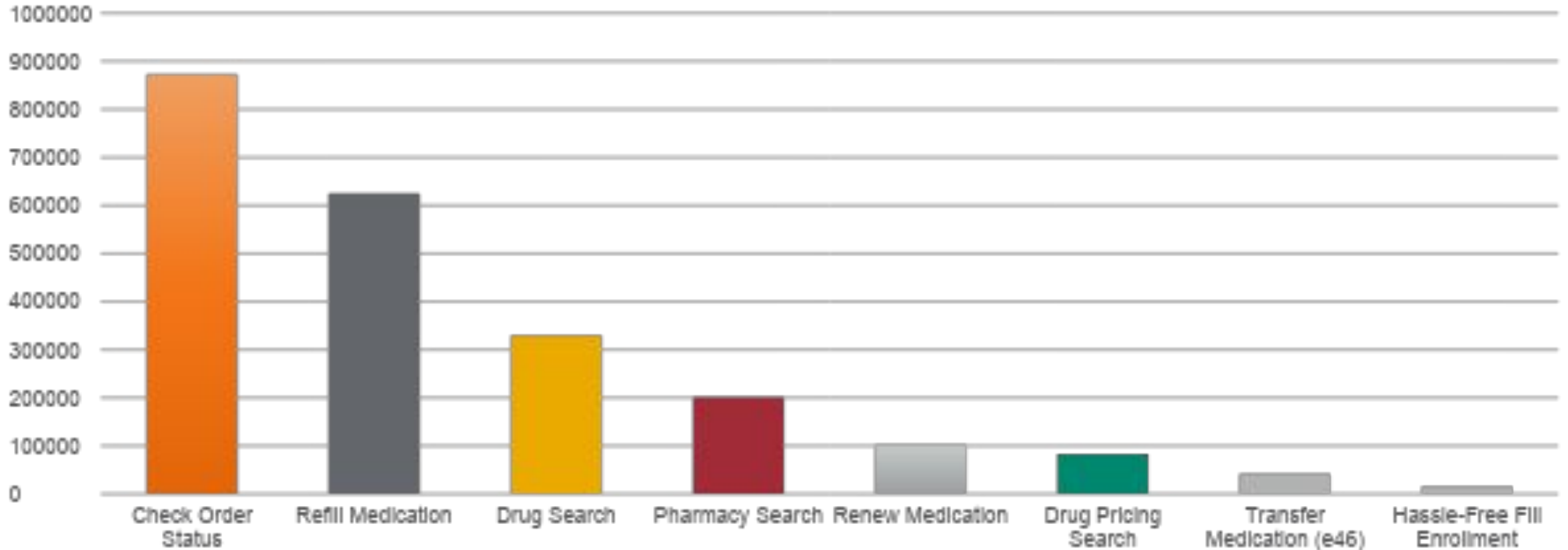
Filters applied: Period <= 2018-11-30



**Usage frequency is proportionately higher**

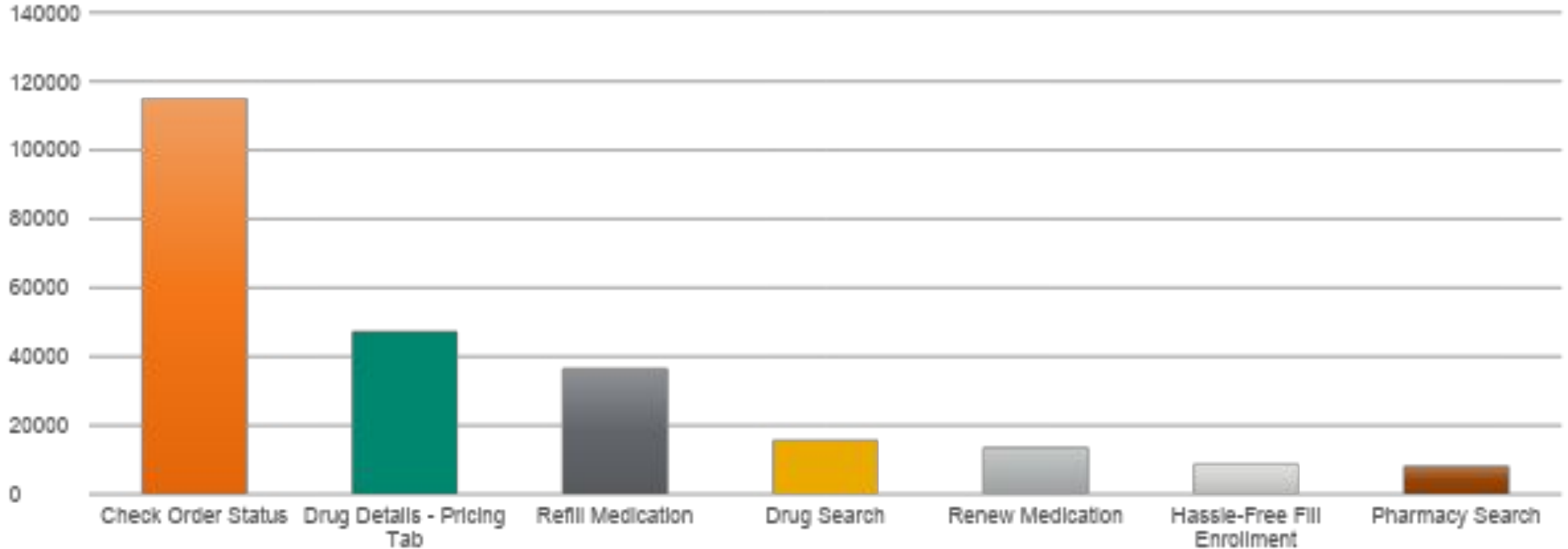
# OptumRx Web Key Tasks

November 2018



# OptumRx Mobile Key Tasks

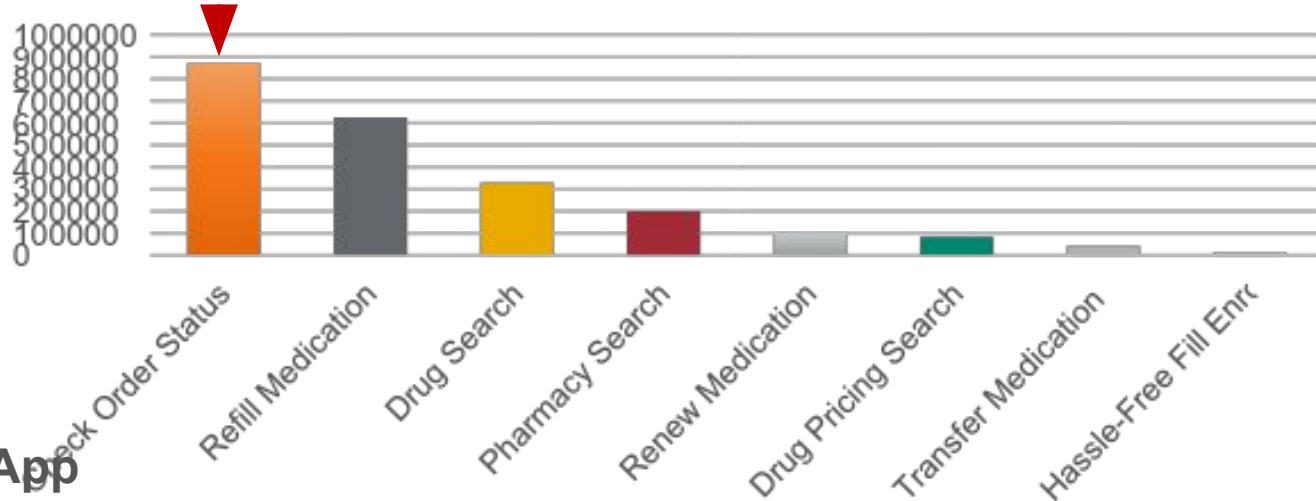
November 2018



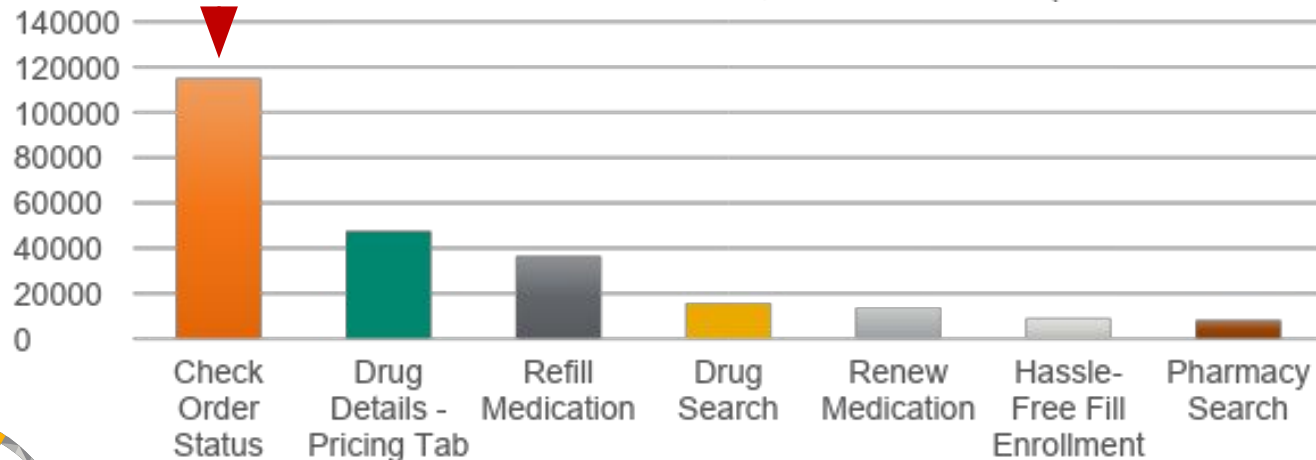
# Key Tasks Compared

November 2018

## Web



## App



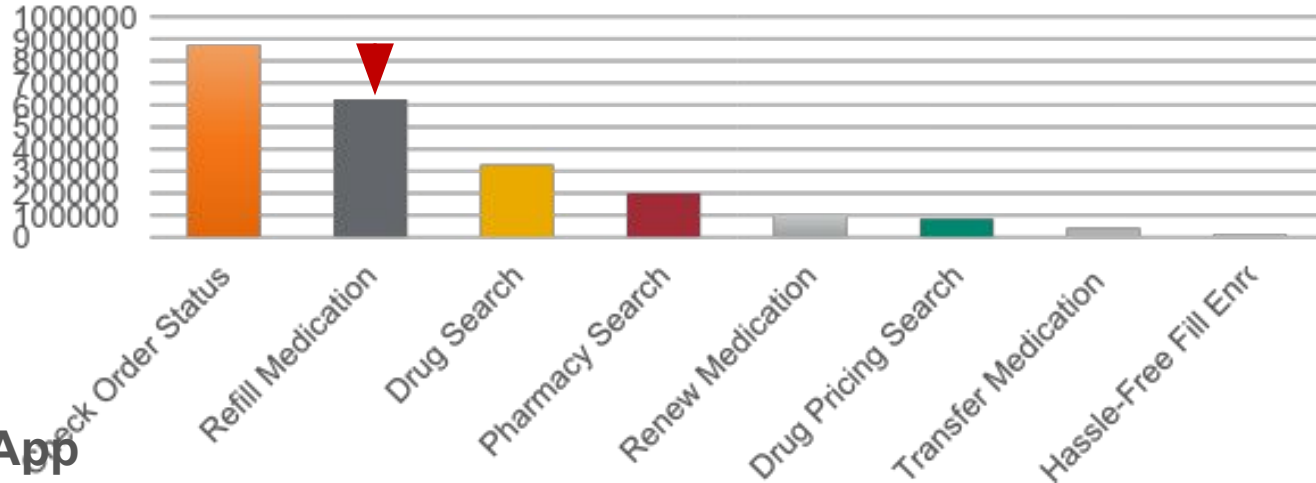
**Regardless of channel, users are checking order status.**

**A lot.**

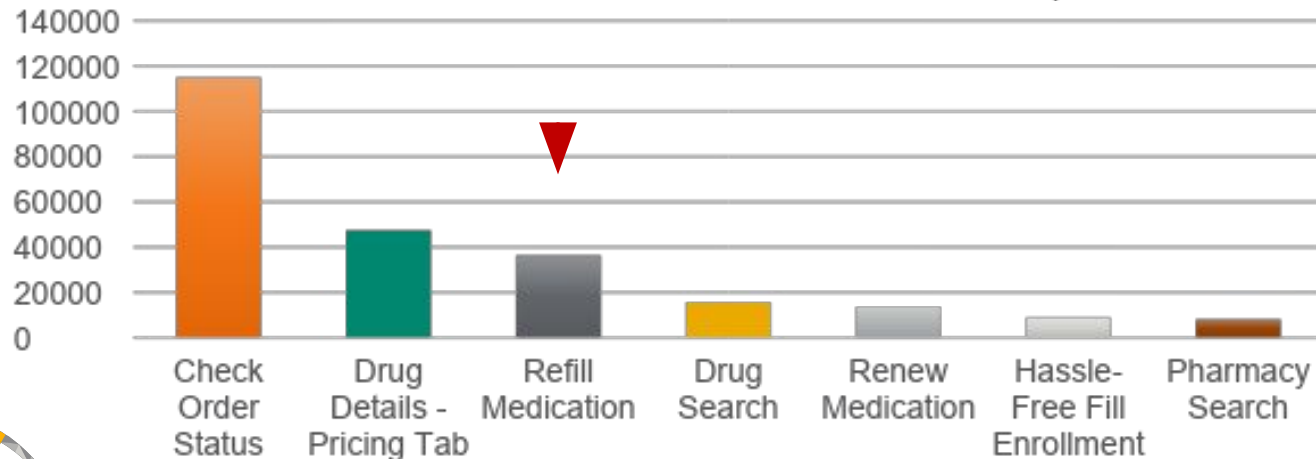
# Key Tasks Compared

November 2018

## Web



## App

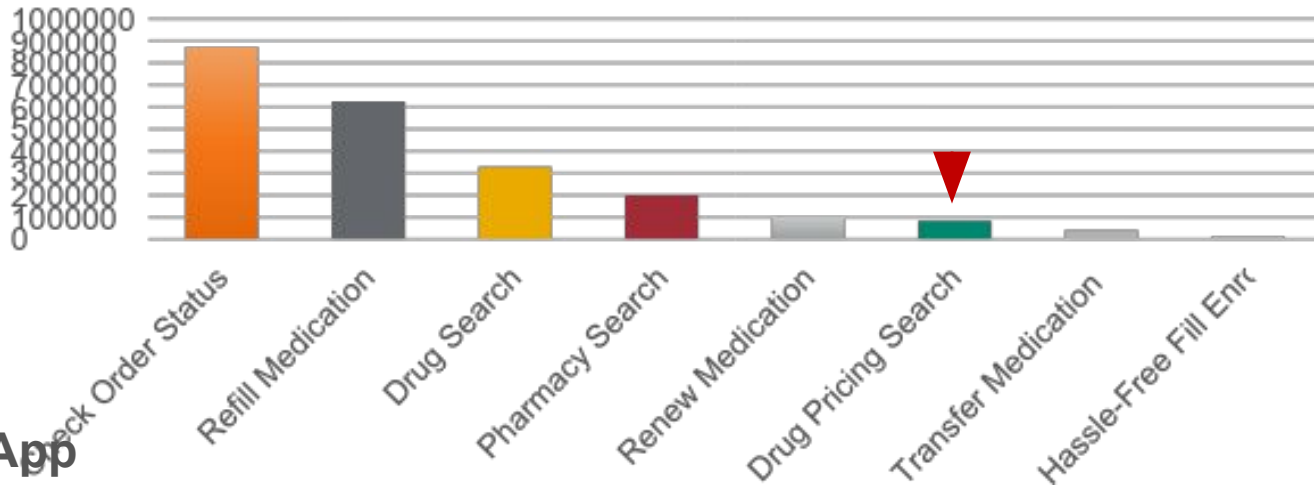


**However, there are proportionately fewer refill orders completed on the app.**

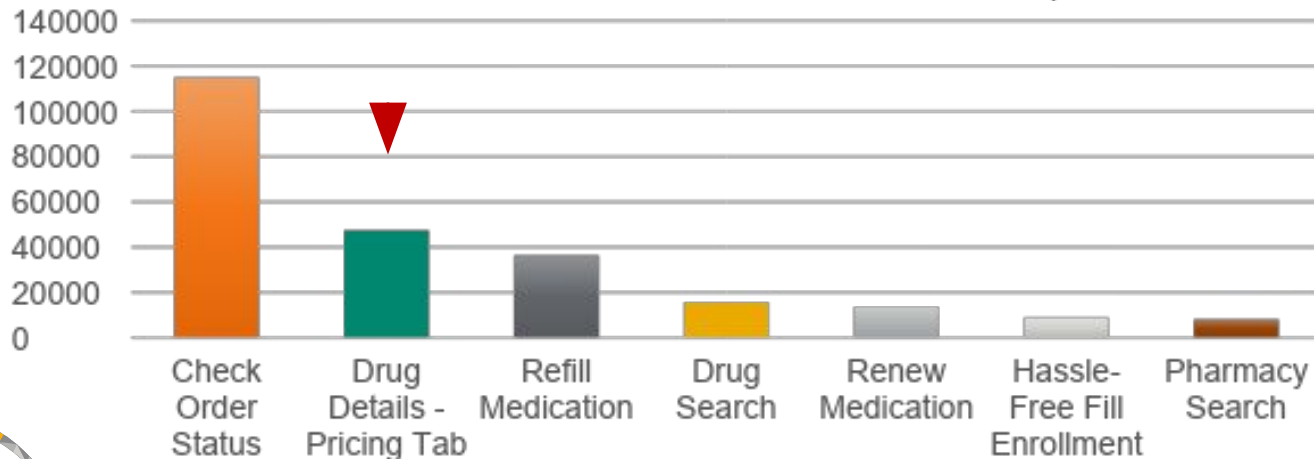
# Key Tasks Compared

November 2018

## Web



## App



**Despite the increased proportion of drug pricing searches.**

This suggests that members are more likely to search pricing options while on their mobile device, but less likely to place an order.

This 'perusing' behavior aligns with the higher-frequency-touch characteristics seen in 'visits' and represents an **opportunity to drive additional fills.**





# A Place to Start

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- Optimize the actions members are using the most
- Continue with true marketplace differentiators and unique capabilities inherent in platform/channel/device.
  - Photos/scanning
  - “Where I’m at’ notifications (push, voice, calendar integrations, etc.)
  - Bio authentication
  - Geolocation
  - Gyros and activity monitors
  - Voice
  - Seamless IoT connections
- An OptumRx “ecosystem” with need-driven solutions



# Defining Our MVPs

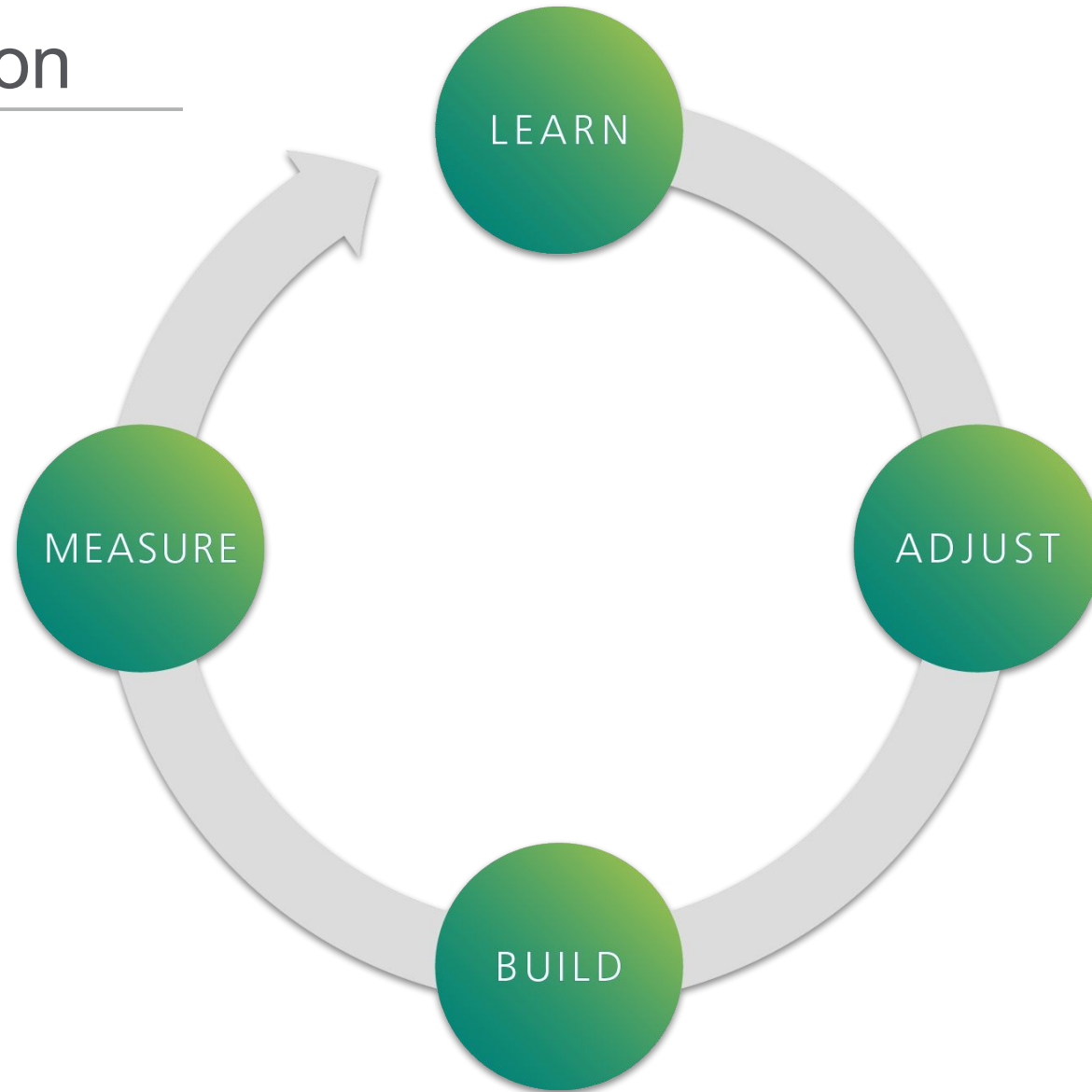
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- An MVP is ***not only*** the smallest increment that delivers value to consumers
- An MVP must also be the smallest possible increment that will generate validated learnings
- Each subsequent increment should be delivered and tested with this same guiding principle in mind



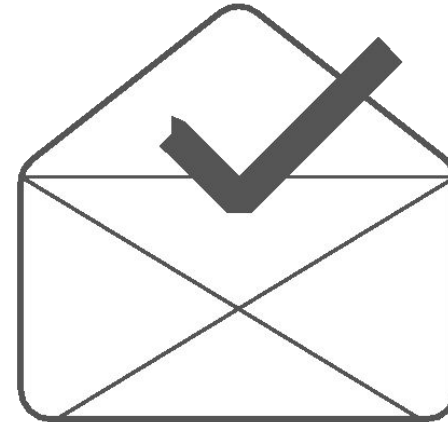
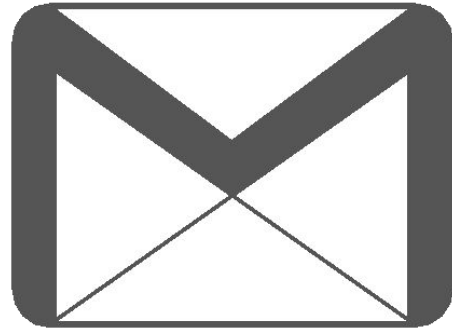
# Prioritized Iteration

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# External example: Google's Gmail and Inbox Mobile Apps

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If it works

**KEEP IT**

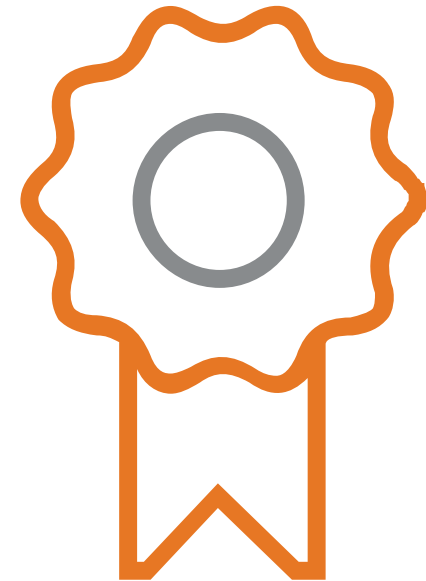
If it doesn't work

**KILL IT**

# Opportunities: Looking Ahead

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- External opportunities
  - mHealth has grown beyond \$23 billion market
  - Estimated to surpass \$102 billion by 2022
- Rx opportunities
  - Seamless omnichannel experience
  - Defined, socialized, and ‘living’ product-level visions
  - Cross-product collaboration
- Team opportunities
  - Injection of entrepreneurial mindsets
  - “Psychology of safety”
  - Empower accountability and autonomy
  - Collaboration of individuals across delivery teams





# Thank you.

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