



# Patient Help Line

Patient Help Line operates as an extension of your health system as a patient resource, day or night, 365 days a year. Patients get easy access to Optum experts who can:

- Address immediate symptom and clinical questions
- Help patients choose the best care
- Manage medication refill requests

The result is improved patient care access and quality of care, while decreasing provider administrative burden.

Health systems are looking to improve the value they deliver to patients. They're seeking ways to make it simpler for patients to get the care they need, when they need it, without overloading their already strained system. For example, emergency department visits are expected to increase 11.2% from 2018 to 2030, from 143 million in 2018 to 159 million in 2030.<sup>1</sup>

Providers are overburdened with administrative work while performing tasks that are not top of license. This can include reviewing inbox messages to answer patient clinical questions or medication and refill requests. For patients, that can mean longer response times and increased dissatisfaction with their care experience.

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## Patient Help Line supports patients and decreases provider burden



### Triage support and education

When patients call with symptoms, nurses help patients understand their care options and any recommended at-home care steps.



### Navigation

Our nurses and non-clinical team members connect patients to providers and schedule appointments.



### Medication refill

The Patient Help Line team manages medication refill requests, educates patients on dosage and possible side effects, and promotes medication adherence.



### Provider escalation

Nurses reach out to your providers in any situation where physician expertise is needed.



### EHR connectivity

The service is integrated into a provider's electronic health record (EHR) workflow, so they have line of sight into patient care and support.

## Connecting patients to the right level of care

Trusted nurses are available to patients on demand, to address immediate symptom concerns and care options whenever they arise. Nurses help patients make informed choices by providing timely insights about a patient's unique symptoms, offer self-care recommendations and support for navigating the health system.

Non-clinical team members help patients find providers and schedule timely appointments when needed. Connecting patients to the right level of care and local care delivery helps give patients peace of mind and minimizes unnecessary health expenses. The service is fully integrated into a provider's EHR workflow, so they have line of sight into patient care and most appropriate next steps for support.

## Empowering and engaging patients

Patient Help Line connects with patients at key moments along their care journey, supporting them in making care decisions and helping them close gaps. It helps patients stay consistent with their care plan and connects with their primary care provider (PCP). As a result, this solution improves the "stickiness" of the patient to the health system and their PCP's practice.



## Easing the administrative burden on providers

Patient Help Line eases the administrative burden on providers by relieving the most common patient concerns that interrupt daily practice, including medication refills and clinical questions. When escalation is needed, nurses create immediate provider awareness using HIPAA-compliant text messaging to ensure urgent clinical needs are resolved quickly.

Providers also have visibility into any patient interactions with Patient Help Line through information shared back to the EHR. By acting as an extension of the provider's practice, through coordinating care, and alleviating administrative burden, Patient Help Line may help reduce provider burnout.



Minimizes unnecessary health expenses



Gives patients peace of mind



Strengthens patient connectivity with their PCP



Decreases provider and staff burden



Improves medication adherence and care plan compliance

## Measuring value<sup>2</sup>

# 92%

patient satisfaction, including willingness to recommend

# \$190

per-call revenue impact for total shifts in care for non-risk populations

# 50%

of patients recommended to a lower, more appropriate level of care

# 60%

of callers received care consistent with the nurse's recommendation

# 80%+

reduction in MD call escalations

## Monitoring performance leads to program success

We provide reporting to help you understand service usage and value. Key indicators such as average speed to answer and patient satisfaction help the Patient Help Line team provide the best experience for patients. Metrics like number of physician escalations and provider satisfaction ensure we partner with providers in the best way possible. You can also expand value metric insight measurement to more deeply understand patient outcomes and provider impact.

## Offering flexible configuration

Patient Help Line can be tailored based on your preferences.



Coverage during daytime hours or 24/7



Provider escalation protocols



Expand contact management with Optum or configure to your contact management services<sup>3</sup>



Service and patient population scoping



Added value study and reporting

**Learn how Patient Help Line can help patients get the care they need when they need it, improve care quality and decrease provider administrative burden.**



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1. Marco C, Courtney D, Ling L et al. [Emergency medicine physician workforce: Projection for 2030](#). *Ann Emerg Med*. August 2021.
2. Based on study of large health system client over 36 months of service.
3. Expanding contact management services will incur additional cost.

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