

Optum™ Direct



Communicate and comply more easily with Optum Direct.

The Optum Direct messaging platform enables providers and stakeholders to securely connect and easily exchange clinical information with partners throughout the United States.

Designed by our global team of health care and technology experts and backed by our unmatched resources, Optum Direct is:

Simple.

With no EMR required, Optum Direct can seamlessly integrate electronic communication into your workflow and easily connect to leading patient and provider messaging platforms. It replaces slow, inconvenient, expensive, and outdated methods of exchange such as paper and fax, and provides a path to advanced interoperability, care co-ordination and patient engagement!

Sign-up is quick and easy, and as a user, you can opt to have notifications of secure messages conveniently delivered to an alternate email address.

Secure.

Optum Direct is based on ONC direct messaging specifications and complies with HIPAA standards, and user access is controlled by best-of-breed adaptive authentication.

Scalable.

As part of the Optum Cloud, Optum Direct is accessible around the clock anywhere there is an internet-connected computer, no matter how many end users there are. This product seamlessly scales to your demand, there is no need for central network authority or implementation teams.

Standards-based.

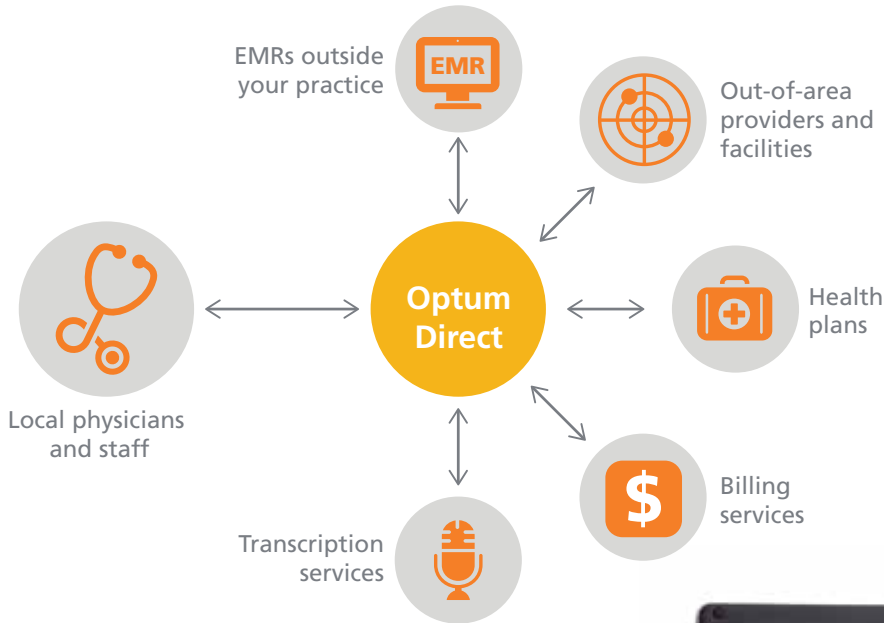
Optum Direct is built on established Internet standards as defined in the ONC-sponsored Direct Project's Applicability Statement for Secure Health Transport.

Optum Direct empowers your organization to simplify the safe exchange of PHI, realize cost and time savings, and improve health outcomes through an easy-to-use, quick-to-implement secure messaging platform.

EMR and HIE Connectivity.

Optum Direct offers industry-standard APIs that allow for easy integration with EMRs, HIEs, and other health care applications. With Optum Direct integration your EMR can fulfill Meaningful Use II criteria for patient engagement and care coordination.

Optum Direct can position your practice to easily, securely connect to a broad ecosystem of partners and providers.



Optum Direct offers your practice a communication platform that is:

- Simple
- Secure
- Standards-based
- HIPAA-compliant
- Quick to implement
- Interoperable

Simplify and comply with complimentary access to Optum Direct for your practice — learn more today.

Visit: www.optum.com/cloud

Email: information@optum.com

Call: **1.800.765.6713**



All Optum trademarks and logos are owned by Optum, Inc. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

© 2013 Optum, Inc. All rights reserved. OA100-9049