



Benefits of the Optum care model

5 fast facts assisted living communities should know

The Optum care model brings specialized health plan benefits, clinical support and expertise to residents in assisted living communities. Led by an advanced practice clinician (APC) who works one-on-one with residents to coordinate and support their health care needs, this patient-centric model also comes with benefits for you. Here are a few:



It is a differentiator that can attract more residents

Demand for assisted living is growing. And so is the competition. The number of adults over the age of 65 is estimated to increase at an annualized rate of 3.2%.¹ Those older adults are looking for communities with in-house options that provide progressive care and alternative care models.

With the Optum care model, residents get personalized health care where they live, delivered by an APC who is assigned to their community and committed to developing long-term relationships with each patient. Your residents get all the social benefits of living in your community, along with consistent and compassionate quality care.



It may extend your residents' length of stay

Our clinical care model was created to help maintain residents' health. Our APCs help them manage chronic conditions, track their medications, make it to appointments with doctors and specialists, and support them through major health events, all with the goal of long-term health.

And when your residents stay healthy, they can stay in your community. Residents who are members of our plan have an eight-month longer length of stay in their assisted living community than the national average. And communities that offer our plans have seen a 38% reduction in hospitalizations that lead to unnecessary move-outs.²



It lets your staff focus on what they do best

Recruiting and retaining assisted living staff is a challenge in this competitive environment. Optum provides education and in-service clinical training for your staff, and our APCs are available 24/7. They assist with health care coordination and real-time orders as needed, and have proven their commitment to building long-term care partnerships (with an 86% retention rate³).



It helps assisted living communities meet growing demands for health care at home

Assisted living communities must increasingly address complex and assorted clinical and social determinants of health issues for their residents. When you partner with Optum, your community benefits from our experience supporting the needs of assisted living communities and coordinating health plan benefits. We can help you meet your residents' expectations for health care they can access from home, so they can feel confident living with you.



It contributes to the stability of your community

Not only does having clinical care services available on site lead to better long-term health outcomes for residents and extended lengths of stay, avoiding unnecessary emergency room visits and hospital stays reduces the number of working hours lost to readmitting residents to your community. Every aspect of our assisted living plans optimizes the health of your residents – stabilizing occupancy and laying the groundwork to strengthen your community for years to come.

Sources

1. US Industry (NAICS) Report 62331. IBISWorld. Dec. 2020. 2. 2019-2020 IESNP results. 3. 2018 Member Satisfaction Survey, Optum Consumer Experience Research Program.

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