

FROST & SULLIVAN

*OPTUM*

**2022  
COMPANY  
OF THE  
YEAR**

*NORTH AMERICAN REVENUE  
CYCLE MANAGEMENT SOLUTIONS  
AND SERVICES INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Optum excels in many of the criteria in the revenue cycle management solutions and services industry.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### Optum's Leadership Performance

Founded in 2011 and part of the UnitedHealth Group, Optum is an innovative health services company providing analytics, technology, and consulting solutions and services to empower the performance of

*"The company [Optum] combines its innovative mindset, cutting-edge technology, the world's largest healthcare database, and extensive experience to improve healthcare delivery and increase care quality and efficiency to create a healthier world."*

**- Pavel Zhebrouski,  
Best Practices Research Analyst**

health systems across 150 countries. The company combines its innovative mindset, cutting-edge technology, one of the world's largest healthcare database, and extensive experience to improve healthcare delivery and increase care quality and efficiency to create a healthier world.

In 2021, Frost & Sullivan recognized Optum for its industry-leading performance in the population health management market, delivering massive value for the healthcare space, and remains impressed with the company's continuing innovation and sustained leadership.

### Demonstrated Leadership through Continuous Product Innovation

Optum's vision centers on partnering with healthcare providers to support their mission to deliver better care to patients. It connects deep-seated domain and operational knowledge with advanced technology, services, consulting practice, and data and analytics, with ongoing research aligning its market-leading

capabilities with the actual provider's needs and priorities.

The company differentiates in the space with its solution breadth and scale to support its customers' biggest challenges. Optum has over 200 solutions and services for providers connecting with every major electronic health record system, making it a seamless customer experience. Moreover, the company has 260 million de-identified lives of clinical, claims, financial, and administrative data. As a result, it simplifies the transactions across the healthcare space.<sup>1</sup>

Optum brings value to the healthcare landscape by delivering solutions and services across strategic domains: revenue cycle management (RCM), clinical operations, information technology (IT) services, data analytics services, strategy, and growth. Specifically for RCM, it drives operating efficiency and financial performance with intelligent automation and performance-driven services.

### **Optum: Modernizing RCM**

The Optum revenue cycle solutions suite helps hospitals and health systems meet patient access, coding, billing, clinical documentation, and reimbursement needs. The advanced, integrated RCM solution set

*"The advanced, integrated Optum RCM solution modernizes traditional patient financial management across the payment value chain".*

**- Dr. Rishi Pathak,  
Director-Healthcare & Life Sciences**

modernizes traditional patient financial management across the payment value chain.

Optum advances the revenue cycle by aligning payers, providers, and consumers. It removes costs, drives growth, and enables a better consumer experience.<sup>2</sup> The solution leverages clinically aware artificial intelligence (AI) and leading innovative technology and analytics to improve

financial performance and drive outcomes supporting pre-, at-, and post-services RCM stages.

To bridge the financial and clinical aspects of healthcare and deliver enhanced patient and provider experience, Optum offers various capabilities including:

- **Coding and documentation** to unify clinical and financial domains improve revenue integrity.
- **Utilization review** through AI-powered technology and services.
- **High clean claim rates** driven by Optum's expansive knowledge base of payer regulations and industry guidelines enable the processing of 60 million claims per month, with two seconds average processing speed and \$1.54 million average annual unbilled revenue identified per client.<sup>3</sup>
- **Reimbursement** to help reduce denials and speed accounts receivable, i.e., A/R, recovery (\$5 million annual average of resubmission expenses avoided per Optum client per year).<sup>4</sup>
- **Research** through thought-provoking, actionable strategies, and practical tools from Advisory Board Research.<sup>5</sup>

<sup>1</sup> Optum Interview with Frost & Sullivan, May 12, 2022

<sup>2</sup> <https://www.optum.com/business/solutions/provider/revenue-cycle.html>, accessed June 2022

<sup>3</sup> <https://www.optum360.com/solutions/claims.html>, accessed June 2022

<sup>4</sup> <https://www.optum360.com/solutions/reimbursement.html>, accessed June 2022

<sup>5</sup> <https://www.optum.com/business/solutions/provider/revenue-cycle.html>, accessed June 2022

With a legacy of industry leadership, the company's compelling value proposition underpins its sustained success. Optum aims to create a simplified revenue cycle ecosystem from an administrative and financial perspective while being patient-centric, highly connective, and insightful. It focuses on delivering results today, keeping its eye on the changes it drives to make RCM simple and more efficient. Optum creates a seamless experience, reduces payer friction, and eliminates the administrative burden for providers, clinicians, and patients.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

Optum serves clients across various industry aspects, including patient engagement, revenue performance, administrative cost management, and clinical operations optimization. The company gathers over 85,000 multi-disciplinary experts and serves over 90,000 physicians, practices, and care facilities and 127 million consumers<sup>6</sup> in over 150 countries.

Optum engages with its customers through flexible partnership models to drive impactful outcomes. The company delivers targeted solutions to solve challenging areas, functional services to propel customer operations, and long-term performance partnerships to optimize multiple functions and drive broad enterprise innovation by providing services beyond traditional RCM IT and clinical optimization. While setting new standards in partnerships with health systems, Optum brings its scale, breadth, and depth of expertise to improve clinical outcomes, decrease operational and administrative costs, unlock new sources of growth, and enhance the patient experience.

In addition, the company provides exceptional 24/7 customer service through its dedicated team of customer success experts. Besides, Optum's Advisory Services program helps healthcare leaders address their biggest challenges. It assists executives in developing the right RCM processes and viewing the revenue cycle from the patients' perspective. Furthermore, the company offers customers leading practices and detailed operations analysis, e.g., articles, blogs, reports, webinars, whitepapers, and briefings, enabling them to create a seamless patient financial experience, accurately translate clinical care to revenue and quality outcomes, and develop a high-reliability revenue cycle.

Also, Optum has unique insights into the healthcare financial ecosystem because it effectively supports payers and providers. Leveraging its consulting and product experts, the company works closely with customers to co-innovate business solutions, which, in the end, are broadly applicable in the market. Optum uses client feedback and industry trend monitoring to guide its product roadmap, continuously evolving its solutions and services to maintain its innovative edge. Furthermore, Optum conducts regular client check-ins to ensure high customer satisfaction, earning it a partner of choice status.

### ***A Foot in the Present and an Eye on the Future***

Since its inception, Optum's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added a range of new customers to its established base.

The company incorporates leading content developed over years of revenue cycle experience and patient and physician-centricity in its solution design. Today, Optum differentiates in the market with its outcome-based, end-to-end model, addressing every need, clinically-integrated technology, and scaled services,

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<sup>6</sup> Optum Interview with Frost & Sullivan, May 12, 2022

linking clinical, financial, and operational processes.

One of the prominent examples of implementing the company's solutions comes from Dignity Health (now part of CommonSpirit Health), a healthcare provider serving 20 million patients across 21 states within the United States. The healthcare collaborated with Optum to develop its next-generation revenue cycle approach leveraging a strategic partnership with Optum. As a result of the powerful synergy, Dignity Health transformed patient registration, streamlined clinical documentation processes for providers, and aligned its coding, billing, and payment systems, freeing up time for its value-based providers to deliver a more satisfying experience for patients. Notably, Dignity Health reported a 29% increase in total cash realization.<sup>7</sup>

*"We're using advanced revenue cycle tools from Optum to increase billing transparency to patients and reduce the overall cost of care. We're excited that this cloud-based technology will help us provide affordable health care to our patients."*

- **Daniel Morissette, Chief Financial Officer, Dignity Health<sup>8</sup>**

Also, continuous investments are essential to Optum's growth. Its annual technology and innovation investment is around \$5.1 billion.<sup>9</sup> This approach supports the company's mission across RCM, providing insight-driven financial managed services, clinically aware technology, and integrated workflows into revenue cycle operations.

Frost & Sullivan believes Optum is well-positioned to drive RCM into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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With the revenue cycle management (RCM) market growing rapidly, demands for improving existing RCM solutions are increasing. By integrating next-generation digital technologies, vendors can enhance consumer centricity, improve patient touch-points, optimize reimbursement, and minimize denials to improve cash flow across the healthcare ecosystem. Overall, Optum addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. The company drives operating efficiency and financial performance with innovative targeted solutions, managed services, and strategic partnerships. Its revenue cycle solutions help hospitals and health systems meet patient access, coding, billing, clinical documentation, and reimbursement needs, bridging the financial and clinical aspects to deliver enhanced patient and provider experience. The company remains a trusted partner, earning a reputation for offering the overall best solutions and services in the RCM market.

For its strong overall performance, Optum is recognized with Frost & Sullivan's 2022 North American Company of the Year Award in the revenue cycle management solutions and services industry.

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<sup>7</sup> <https://www.optum360.com/content/dam/optum3/optum/en/resources/PDFs/wf583449-dignity-successsnapshot.pdf>, accessed June 2022

<sup>8</sup> Ibidem

<sup>9</sup> Optum Interview with Frost & Sullivan, May 12, 2022

## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

