



Bringing depth to diabetes management

Flexible, tailored support for you and your members

More than 37 million Americans have diabetes.¹ Poorly controlled diabetes can lead to serious conditions like cardiovascular disease, kidney failure, blindness and amputation – conditions that significantly diminish quality of life.

At Optum Rx®, we're here to help people with diabetes live healthier lives, reduce complications and avoid progression to more complicated conditions. Choose from our Diabetes Management program's flexible, modular options to build a program best suited to your business objectives and member needs.

Optum Rx®

Every person with diabetes is different. The Optum Rx Diabetes Management program uses machine learning to understand a member’s risk so we can provide the most appropriate and cost-effective diabetes care. This helps us:

- Identify members based on risk predictions, changes in their health profile, and population patterns
- Apply large population data that includes pharmacy claims, medical codes and demographics
- Provide you with information you can use to segment your population and tailor outreach based on risk

Here’s how the program works for members across the risk spectrum.

Proactive care	Higher-touch care
Standard solution for all members	
	Educate. Diabetes literacy.
	Monitor. Medication adherence.
	Resolve. Close gaps in care.
High-risk receives standard and enhanced engagement	
	Connected devices. Diabetes literacy.
	Counseling. One-on-one.
	Providers. Engaged for therapy changes.
	Incentives. Free supplies (no copay).

Members need proactive care that helps them avoid diabetes progression. We provide education and tools that help people with diabetes adhere to their treatment. They also need a more personalized approach. So, we offer one-on-one conversations with a pharmacist/certified diabetes specialist, along with free blood glucose monitors, supplies and other support.²

Connected devices and enhanced technology

We work to understand each member better so we can reach them when and how they want – and provide the services and care they need. Connected devices and enhanced technology provide the data sets needed to:



Monitor and track blood glucose – Complimentary glucose meters and testing supplies, along with an app and personalized setup make measurement tracking easy.



Integrate with a shared portal – Real-time blood glucose readings are automatically viewable online for both members and Optum Rx certified diabetes specialists to access and monitor.



Reach members via multiple channels – Members can get push notifications when blood glucose is out of range, along with automated phone calls to connect them with diabetes specialists for tailored support.



Engage providers to improve overall care – We inform providers of their patients' blood glucose readings, medication adherence and more by phone or fax.



Member experience

Early detection of ineffective therapy

Here's an example of how the Diabetes Management program can give members the guidance and support they need to manage their condition.

Meet John³

Diabetes, hypertension, high cholesterol

Step

1

John receives an enrollment letter

Step

2

John quickly speaks with a diabetes specialist to develop a plan for managing his conditions

Step

3

John receives a postcard reminding him to complete his consult

Step

4

90 days later, John receives a call to check in on his action plan and goals



Why Optum Rx Diabetes Management?

All solutions within the Optum Rx Diabetes Management program are flexible enough to work with any existing business model. And members get convenient support from all angles, with access to certified diabetes specialists in our call center and a half dozen other ways to engage.

Together, this flexibility and support can help promote member health and well-being, achieve client objectives and deliver proven results^{4,5}:

1.2
point

average A1c reduction in engaged members

77%

of program participants experienced an improvement in A1c

11%

of care gaps closed for cardiovascular and kidney protective medications

63%

success rate converting nonadherent members to adherent

\$1.40

per member per month average savings for clients to date



Delivering care without compromise

Your employees and your organization deserve affordable clinical solutions that drive positive outcomes. Optum Rx can help you with this balance. To learn more, contact us at optumrx@optum.com.

Choose your program model

The Diabetes Management program offers a range of options so you can choose how you want the program administered.

Program options

	Innovation	Reporting only	Optum Rx hosted/ client supported	Optum Rx fully managed
Client activities	New strategies/ hypotheses for learning	Case manager-led consultations	Case manager-led consultations	
Optum Rx activities	Partnered testing and/or development	Member targeting and engagement strategy	Case manager-led consultations Program reporting	Member targeting and engagement strategy Case manager-led consultations Program reporting
Clinical program examples	Continuous glucose monitoring	Targeted clinical analytics	Case management counseling (MedMonitor portal)	Diabetes Management
Customizable options	All	All	Member targeting and engagement strategy Program option selection and white labeling	Member targeting and engagement strategy Program option selection and white labeling

Whatever model you choose, your members can count on tailored care, education and counseling that's driven by:



Predictive analytics



Identification and outreach



Education and counseling



Monitoring for adherence



Addressing gaps in care



Evaluating program success

Optum

1. Centers for Disease Control and Prevention. [Diabetes Basics](#). Last reviewed October 25, 2022. Accessed June 29, 2023.

2. Free supplies are an optional feature in the Diabetes Management program and align with the member's formulary. By opting into this feature, clients are responsible for the member copay on the member's behalf. Depending on plan design and benefit setup, a deductible may need to be met before \$0 copay applies on testing supplies.

3. For illustrative purposes only. Stock photo used to represent member.

4. Optum Rx. Commercial direct client book of business analysis. High-risk members that registered a baseline A1c of 8% or higher. Results may vary based on intervention opportunities and member engagement. January–December 2022.

5. Optum Rx. Results for clients with the full program. 2022.