

# Advocate4Me<sup>SM</sup> Features

Advocate4Me is a dedicated team located in Green Bay, Wisconsin, designed to help each Business Health Care Group member find the path to care – which, in turn, may help lead to increased benefit satisfaction and productivity, fewer calls to HR or small business owners and decreased health care costs.

## Welcoming members.

<b>Robust data</b>	<p>Advocate4Me works by reviewing data to provide a picture of a member's overall health:</p> <ul style="list-style-type: none"> <li>• We use data that includes medical claims and costs, screening results, health services utilization and more.</li> <li>• Then we use proprietary models that help give us a picture of what may be in store, health-wise, for the member.</li> <li>• Advocates then proactively engage members who may need health care system and benefits assistance.</li> </ul>
<b>Engaging members</b>	We use existing member communication vehicles to promote Advocate4Me (e.g., Open enrollment & welcome materials, Benefit Awareness Newsletter).
<b>Connecting members to support</b>	We use a variety of technology, data and more to help connect members to resources (e.g., natural language routing and proprietary data algorithms).
<b>Access to Advocate4Me</b>	<ul style="list-style-type: none"> <li>• Members can contact the dedicated Advocate4Me team in Green Bay between 7:00 a.m. - 7:00 p.m. CST.</li> </ul>
<b>Single toll-free number and health plan ID Cards</b>	<ul style="list-style-type: none"> <li>• Single toll-free Advocate4Me number included on Health Plan ID cards the next time your organization is scheduled to have cards re-issued. Until that time, appropriate phone numbers will be routed to Advocate4Me, if a member authenticates. Some exceptions may apply.</li> </ul>

## What we do.

<b>Who's on the line</b>	Front-line staff are called "Advocates" representing Advocate4Me.
<b>A multi-disciplinary team</b>	Advocates are trained on benefits/claims and health care navigation as well as clinical support for some Advocates. Advocates are supported by a team of specialists who can answer questions that extend beyond the Advocate's area of expertise.
<b>Staffing</b>	<p>Benefits, Health and Nurse Advocates are staffed in locations across the country.</p> <p><b>Benefits Advocate:</b> A customer service expert experienced at member tools, preventive care education, provider verification, and program enrollment.</p> <p><b>Health Advocate:</b> A claims and wellness expert experienced at program enrollment, detailed benefits/claims support, preventive care education, and basic health education.</p> <p><b>Nurse Advocate:</b> A clinical licensed nurse experienced at providing health education, decision support, other clinical education.</p>
<b>Help for the family</b>	Advocates look for opportunities for positive interventions at the household level and offer support to the entire family <sup>1</sup> .
<b>Help with pharmacy benefits</b>	Advocates help members who may be eligible to use mail order to save on their prescriptions, and bring a specialist into the conversation, when appropriate.

## What We Do: Help from start to finish.

<b>Single point of contact</b>	Advocate4Me serves as a single point of contact for: <ul style="list-style-type: none"> <li>• Claims/benefits and issue resolution.</li> <li>• Provider and facility navigation through UnitedHealthcare's medical network.</li> </ul>
<b>First point of contact</b>	Advocates serve as the first point of contact for: <ul style="list-style-type: none"> <li>• Pharmacy claims and benefit questions.</li> <li>• General health education and treatment information.</li> <li>• Education on myHealthcare Cost Estimator to support health care decisions.</li> </ul>

## What We Do: Connect Members to information and resources.

<b>Connect to clinical and wellness programs</b>	UnitedHealthcare Programs – Advocates proactively identify available programs, provide program education and enroll members, when appropriate. Advocates will connect members to available resources via warm transfer or schedule an appointment. Members responding to proactive outreach will be routed to resources through natural language.
<b>Compassion Letters</b>	Over 11,000 letters sent annually. Advocates in the Green Bay office send over 11,000 handwritten compassion cards annually offering congratulations, encouragement or condolences as appropriate to members they've spoken with on the phone.
<b>Intelligent routing</b>	If natural language technology identifies a need and member has access to program, we route the member to <sup>2</sup> : <ul style="list-style-type: none"> <li>• UnitedHealthcare Triage Programs – routed to NurseLine<sup>SM</sup> or Care24<sup>®</sup> nurse available 24/7.</li> <li>• UnitedHealthcare Complex Medical Condition Programs – routed to Nurse Advocate who will bring in a Complex Medical Condition specialist for support and enrollment.</li> <li>• OptumRx<sup>®</sup> Mail Order – routed to OptumRx for mail order support.</li> <li>• UnitedHealthcare Member Incentives, Prior Authorization and Prior Notification - routed to advocate who can leverage appropriate resources.</li> </ul>
<b>Routing to additional resources</b>	Advocates educate member on available resources and, if appropriate, warm transfers them to specialist for topics such as: <ul style="list-style-type: none"> <li>• UnitedHealthcare vision and dental benefits.</li> <li>• UnitedHealthcare behavioral benefits support.</li> <li>• Optum Employee Assistance Program (EAP).</li> <li>• myuhc.com<sup>®</sup> technical support.</li> </ul>
<b>External organizations</b>	Advocates educate members on available resources and connect them with the resources for external organizations including those providing benefits, behavioral, triage, EAP, clinical or wellness, incentives and Pharmacy.



**For more information about Advocate4Me, please contact your UnitedHealthcare representative.**



**To view the Advocate4Me video, go to [uhc.com/bhcg](http://uhc.com/bhcg).**

All UnitedHealthcare members can access a cost estimator online tool at [myuhc.com](http://myuhc.com). Depending on your specific benefit plan and the ZIP code that is entered, either the myHealthcare Cost Estimator or the Treatment Cost Estimator will be available. A mobile version of myHealthcare Cost Estimator is available in the Health4Me mobile app, and additional ZIP codes and procedures will be added soon. This tool is not intended to be a guarantee of your costs or benefits. Your actual costs and/or benefits may vary. When accessing the tool, please refer to the Terms and Conditions of Use and Why Your Costs May Vary sections for further information regarding cost estimates. Refer to your health plan coverage document for information regarding your specific benefits.

The Care24<sup>®</sup> program integrates elements of traditional employee assistance and work-life programs with health information lines for a comprehensive set of resources. It is not a substitute for a doctor's or professional's care. Due to the potential for a conflict of interest, legal consultation will not be provided on issues that may involve legal action against UnitedHealthcare or its affiliates, or any entity through which the caller is receiving these services directly or indirectly (e.g., employer or health plan). This program and its components may not be available in all states or for all group sizes and are subject to change. Coverage exclusions and limitations may apply.

This service should not be used for emergency or urgent care needs. In an emergency, call 911 or go to the nearest emergency room. The information provided through the program is for informational purposes only and provided as part of your health plan. Wellness nurses, coaches and other representatives cannot diagnose problems or recommend treatment and are not a substitute for your doctor's care. Your health information is kept confidential in accordance with the law. The program is not an insurance program and may be discontinued at any time. Additionally, if there is any difference between this information and your coverage documents (Summary Plan Description, Schedule of Benefits, and any attached Riders and/or Amendments), your coverage documents govern.

NurseLine<sup>SM</sup> is for informational purposes only. Nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor's care. NurseLine services are not an insurance program and may be discontinued at any time.

Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates. Health Plan coverage provided by or through UnitedHealthcare of Wisconsin, Inc.

<sup>1</sup> Family or household refers to employees and covered family members. Family-based discussions subject to appropriate authorization.

<sup>2</sup> If a member reaches an Advocate, the Advocate will connect member to appropriate specialist.