

Advocate4MeSM

Health care can be confusing, time consuming and stressful. You know it and research confirms it. According to a member health insurance plan study by J.D. Power, consumers have a difficult time making the best health care decisions.¹

Unlike other advocacy models that rely on a concierge approach, UnitedHealthcare has created a circle of caring support designed to deliver uniquely personalized, consistently helpful interactions with the goal to achieve proven outcomes.

A circle of caring support



Advocate4Me is designed to provide:

- Reduced medical and pharmaceutical costs
- Increased health engagement
- Decreased gaps in care
- Increased employee satisfaction with the health plan
- Reduced calls to your HR department
- A simple, personalized experience

Give employees the relief of knowing the help they need is already at their side. They simply need to reach out.

Advocate4Me organizes all aspects of care around your employees to answer their questions and solve their issues, including financial, benefits and claims, pharmacy, provider search, plan selection, wellness, emotional health, clinical support and complex health care support.

The Advocates “own the inquiry” and stay with the employee to make sure the problem or question is resolved; this level of hands-on accountability helps to remove the burden from employees in getting help and employers in providing support.

UnitedHealthcare hires high-caliber employees with a range of specialized skills, including nurses, to serve as Advocates. A team of specialists, like pharmacists and medical directors, support the Advocates. And because you’re a member of the Business Health Care Group, your designated team is located right here in Green Bay, Wisconsin.

Using robust data and sophisticated technology, employees get the Advocate who is best able to understand their situation and provide the support needed at that moment.



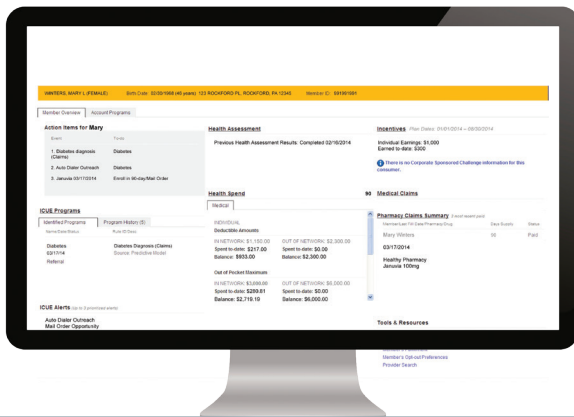
Consistently helpful interactions

Unlike a concierge approach that can bottleneck the process, UnitedHealthcare uses a patent-pending technology and process called Predictive Personalization that enables uniquely personalized interactions.

A dashboard gives Advocates insights about each employee to help deliver consistently helpful interactions.

These interactions give employees the information and support they need to resolve their inquiries and help them make more informed health decisions.

UnitedHealthcare has the health intelligence and robust analytics to deliver this sophisticated service.



1. J.D. Power & Associates 2010 Member Health Insurance Plan Study.
2. UnitedHealth Group Advocate4Me Operations Scorecard, January 2014–July 2015, approximately 9M members. Trust score is through July 31, 2015. Trust = Question as asked in the United Experience Survey: “Rate the trust you have in the answer you received.”

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. Insurance coverage provided by or through UnitedHealthcare Insurance Company or its affiliates. Administrative services provided by United HealthCare Services, Inc. or their affiliates. MT-989701.1 2/17 © 2017 United HealthCare Services, Inc. 17-3938-B UHCEW753707_000

Proven outcomes for your employees and for you

Advocate4Me is designed to help employees make more informed health care choices . . . choices that may lead to reducing costs and closing gaps in care.

Over
90%
of consumers have a high level of trust in information received from their Advocate.²


The overall satisfaction rate is over
96%².

From confusion and frustration to satisfaction and trust . . . isn't it good to know that your employees can simply reach out for the help they need — help that is right at their side?

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