

Supporting the Primary Care Home (PCH)

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The Primary Care Home (PCH) agenda is designed to form a national network that can connect with knowledge from any source for the development of primary care. There are many issues that must be addressed to efficiently and successfully implement PCHs. The challenge is to harness and enable the rapid test sites to collaboratively transform that knowledge into high-value innovation.





How Optum can help

Transitioning to new ways of working takes time. We understand that there are a range of models and that optimal arrangements will vary based on local populations, providers and clinicians. We also know that there are various ways to achieve better integration, each of which carries different risks and rewards.

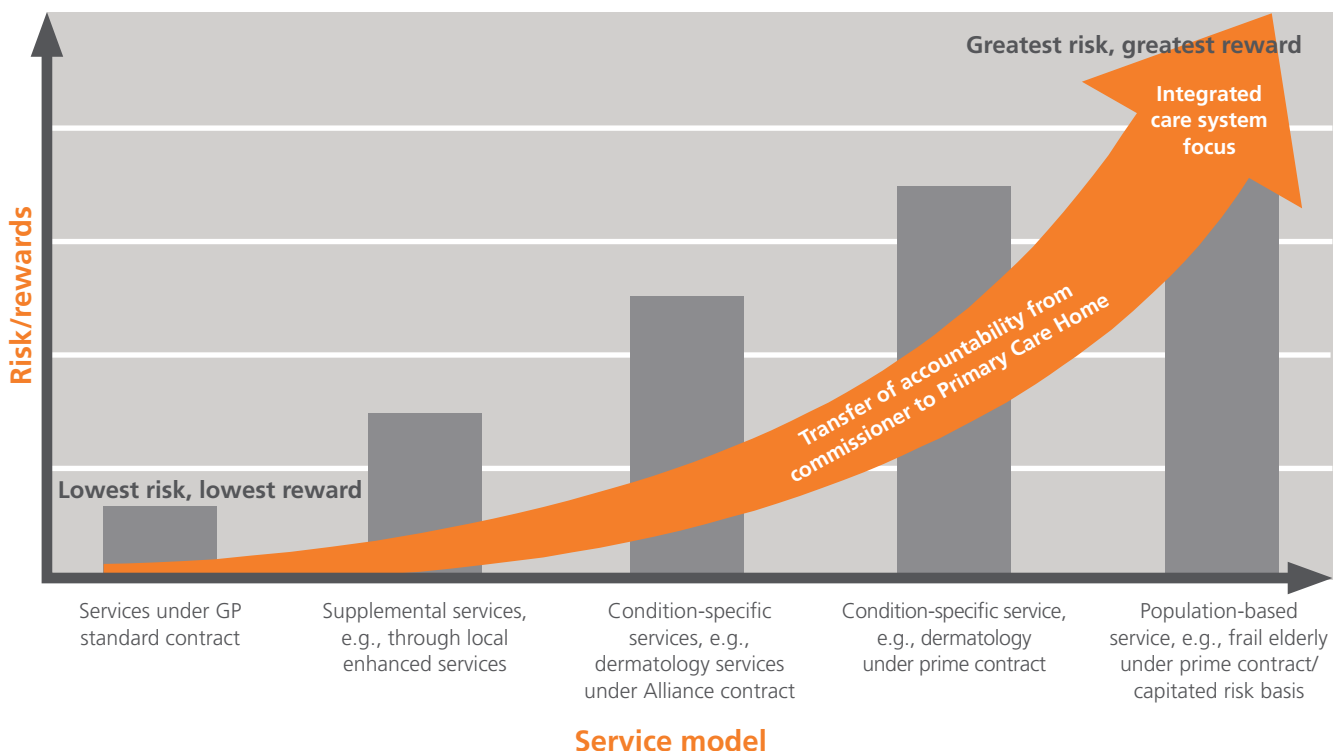
Whether you are looking to redesign current operating models, extend current services outside core contracts, assume greater accountability for the delivery of care pathways, or enter into risk arrangements for your registered population, Optum® can help.

We have direct experience supporting GPs and provider groups to deliver new models of care. We are one of the few companies in the world that provide fully integrated solutions to meet your requirements, from back-office transactional support to front-line clinical delivery. We specialise in helping primary care build and scale population health models, focused on **early identification, care management and delivery of services closer to home**. We bring practical, hands-on experience, strengthened by leading population health analytics and data tools.

What sets us apart

- 
People
 Unmatched healthcare expertise
- 
Technology
 Comprehensive solutions
- 
Data
 Insights that drive decisions
- 
Action
 Scale to mobilise and achieve results

The transfer of accountability to develop the Primary Care Home will require new provider capabilities to minimise risk and maximise reward.





Optum solutions

Based on our experience, we have identified five key development work streams for PCHs, mapped against Optum solutions. We work flexibly with PCHs depending on where you are in your development journey and your individual model requirements. We can provide a range of support — from initial consultancy to the direct provision of products and/or services in the longer term.

Five PCH development work streams



 PCH requirement	Optum analytics solutions
<ul style="list-style-type: none"> • Actionable information to facilitate new ways of working • Ability to allocate resources according to risk • Ability to design, measure and monitor impact of interventions against agreed outcomes 	<p>Risk stratification, using our proprietary HealthNumerics-RISC (HNR) tool to identify individuals at risk of hospital admissions. Using our disease grouper technology, HNR makes it easy for clinical teams to identify patients who need outreach to either close gaps in care or reduce future risk of admissions.</p> <p>Evidence-based intervention planning and delivery, using our proprietary EBM Connect tool to measure gaps in care and ROI. Based on 500+ evidence-based rules and criteria, EBM Connect is used by clinicians to understand optimal interventions and intervention points for their patients and close gaps in care.</p> <p>Patient-reported outcome measurement tracking, using our proprietary SF Health Surveys SF-36, SF-12 and SF-8 tools. These provide patient-specific measurement of functional status in order to determine whether interventions are delivering value from the patient's perspective.</p> <p>Prescribing decision support and medicines optimisation, using our proprietary ScriptSwitch tool, widely used across general practices today.</p> <p>Actuarial support to forecast and predict clinical and financial risk across your system, including changing population demographics, cost and utilisation.</p> <p>Advanced predictive analytic support, using traditional methodologies as well as machine-based techniques to identify variables driving specific outcomes.</p>

 PCH requirement	Optum network management solutions
<ul style="list-style-type: none"> • New contractual and payment structures to support integrated working • Contract and provider management • Pricing and system economies 	<p>Outcome-based contracting, including support unpicking block contracts, calculating the total cost of care, defining outcomes, exploring new reimbursement models and setting up provider networks, including third-sector organisations.</p> <p>Forensic contract management and provider management services, underpinned by our proprietary Commissioning and Contracting Application, which reconciles multi-source financial, activity and quality data to create a 'single version of the truth'.</p> <p>Value-based population health and financial reporting and BI dashboards/tools, which capture operational performance at the patient, GP, practices and provider level. Includes referral variation, clinical variation, financial reconciliation and performance tracking.</p> <p>Provider stratification to support establishment of specialty networks in order to direct patients to the most appropriate point of care based on individual needs.</p> <p>Design, implementation and delivery of provider/system efficiency programmes.</p> <p>Dedicated provider support programmes to drive behaviour change in a non-threatening way, including leadership development, OD, productivity reviews and deep-dive clinical audits.</p>



PCH requirement

Optum population and care management solutions

- Pathway/system re-design
- Proactive care coordination and management
- Clinical workforce re-design; redeployment of existing resources in new ways
- Transition of care out-of-hospital to community settings — creation of new access points closer to home

Pathway re-design, including financial modelling so that impact across the system is fully measured and understood.

Single point of access (SPA) and referral facilitation services to manage referral coordination, signposting and care navigation. Our SPA services are staffed by care navigators and wellness advisers, and enabled by our proprietary Electronic Referral System and 24/7 telephonic services.

Support designing, implementing and delivering care management programmes, designed to fill the gap between the GP's ability to care for the patient and the patient's ability to self-manage.

Direct provision of care management programmes, including prevention and wellness, targeted disease and condition-specific programmes, complex case management for high-risk individuals and people in care homes, and palliative care.

Clinical workforce development, building and training multi-disciplinary care teams to work flexibly across care settings, e.g., deployment of acute consultants in community settings.

Design, implementation and delivery of **utilisation management programmes in order to move patients out of the hospital to the most clinically appropriate setting in a timely way**. Includes establishment of out-of-hospital care settings, e.g., hospital as home services, where required.



PCH requirement

Optum engagement solutions

- Wellness, prevention, promotion and reduction in lifestyle risk factors
- Patient activation and involvement in self-care management
- Increased accessibility; reduction in inequalities

Wellness and health improvement support programmes, through our proprietary wellness portal, Rally. Rally, allows individuals to **create and manage their own personalised wellness plan**, using gaming technology and online incentives.

Integrated **improvement hubs, delivering Tier 0, 1 and 2 services across smoking, weight management, exercise, and drug and alcohol abuse pathways**. Includes outreach services to seldom-heard groups.

Comprehensive Diabetes Prevention Programme.

Extensive workforce training to create a culture of shared decision-making and care planning based on individual goals.

Range of digital and media-based technology to **support activation and engagement**, e.g., Babyblocks.

Support evaluating, implementing, delivering and scaling local tele-health and tele-monitoring initiatives.



PCH requirement

Optum infrastructure solutions

- Individual linked data sets; aggregated data across pathways
- Shared care records across multiple providers
- Operational planning and support
- Access to timely payment information

Data normalisation, aggregation and re-structuring data across disparate systems, including aggregation of clinical and administrative data.

Complete population health analytics and reporting suite, using our proprietary OptumOne technology. OptumOne provides a range of **risk stratification, clinical decision-making, care management and value-based reporting tools**. Designed to support clinical teams proactively manage patients, OptumOne works on top of existing clinical and administrative systems and removes the need for interoperable systems across provider groups.

Detailed operational planning and implementation support, including support to re-organise assets and share technical platforms/business applications to drive efficiencies.

Support improving payment mechanisms in order to ensure quick access to data, supported by a range of Optum proprietary payment integrity tools.

About Optum

Clinically led and exclusively healthcare focused, Optum is built on the foundational pillars of clinical care insight, technology, data and information. **Our mission is to help make the healthcare system work better for everyone.**

We are both a commissioning and provider support organisation and have worked **in partnership with the NHS for over 10 years**. We have built one of the **largest population health businesses in the world**, partnering with and providing services to risk-bearing groups. We operate primary-care led accountable care organisations across 24 markets in the US, teaching and enabling clinicians and health systems to take on financial risk for the populations they serve.

For more information on how Optum can help, please email info@optum.co.uk.