OptumRx is more than a pharmacy benefits manager (PBM) – we are a pharmacy care services company focused on helping the patient while managing total condition spend. We are making connections that help sponsors manage this total cost of the condition across both medical and pharmacy benefits. We do this while helping consumers more easily navigate the system – whether those sponsors are using a standalone pharmacy benefit or a carved-in solution.

Three of the key areas we are connecting health care are:

- Through data – using our vast warehouse of pharmacy and medical data to identify insights and strategies to better manage conditions
- Through engagement – building connections amongst consumers, physicians, pharmacists and behavioral specialists to leverage every touch point
- Through care – specifically by engaging more deeply in the management of complex conditions.

Synchronization – A Connected System Supporting Better Decisions
Through Synchronization, OptumRx Can Do More

OptumRx excels as a standard PBM but can also expand all the way to a fully synchronized model across the capabilities of Optum. OptumRx customizes connections depending on the client’s model and can bring together different vendors in order to see and help manage the big picture.

<table>
<thead>
<tr>
<th>TRADITIONAL</th>
<th>SYNCHRONIZED</th>
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<tr>
<td>Monthly Rx Feed to Health Plan</td>
<td>Connections Across Vendors</td>
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<td>Rx Reporting Only</td>
<td>Connected Health Analytics Technology (with industry health data)</td>
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<td>Pharmacy Alerts</td>
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<td>Referrals</td>
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<td>ONE Experience with 360 Alert System</td>
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<td></td>
<td>ONE Care Team sharing case notes</td>
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</table>

Connected Data and Expertise

Data Synchronization:
- Identifies and segments populations
- Implements highly personalized health-management systems
- Promotes activation and active participation at the consumer level
- Provides timely information for engagement at the care provider level
- Monitors and measures outcomes

ONE System constantly scans for health and savings opportunities that go well beyond pharmacy, including closing gaps-in-care and driving enrollment into care and disease management programs.

63% of all health and savings opportunities are driven by pharmacy data.
Connected Engagement Makes the Most of Every Interaction

Our model leverages all the connections across health care to capitalize on any opportunity with a member. By connecting our systems and programs, we take a traditional member interaction for a single transaction to an opportunity for member engagement in the next best health action.

System Opportunity Alerts:
- Lower Cost Medication Savings
- Home Delivery Options
- Condition Management Enrollment
- Wellness Program Enrollment
- Medication Adherence
- Other Health Programs*

*S*Dependent on client data  
**Mobile app alert messaging available in 2015

Connected Care for Total Condition Management

OptumRx is connecting care with **ONE Care Team** to manage consumers’ total conditions.

When the consumer calls in, the connected health system coupled with an interactive voice response (IVR) using intelligent routing can identify the most urgent question a consumer has, or simply the reason they picked up the phone. The call is then routed to either a non-clinical or a clinical resource, both of which have advanced training and expertise.

The consumer can then be connected with additional specialists for support in making the right health care decision.
Synchronization: Delivering Unmatched Value

Only OptumRx provides additional Synchronized Value:

- Connecting consumers to care programs:
  - Nearly 60% of targeted consumers enroll when connected through the pharmacy
  - $1,700 average value per case engaged in clinical programs
- Leveraging data velocity and tools: first-fill medication counseling for high risk medications and provider alignment through OptumRx consumer touch points.
- Powered by nurses, pharmacists, behavioral specialists and medical directors to work with the consumer to improve overall health.

1. Member enrollment results based on a client study from 1/2014 – 7/2014 for members referred by the pharmacy and engaged in clinical programs.
3. Average annualized 10,000 client group plan savings.