

# COVID-19: Analytics & pandemic management

Help manage pandemic impact on member health and business needs

## SCOPE

As the pandemic spread continues and new hotspots emerge, providing timely insights and more regular updates on items of increasing interest: at-risk members, testing, infections, telemedicine, and hospitalizations.



## PAIN POINTS

1 — 2 — 3 — 4

Rapidly changing government mandates & CDC guidelines

Utilization shifts across site of service & delayed care

Affordability and member access to care

Evolving business plans, return to office, shift to Medicaid/ACA exchange, unemployment,

## SOLUTION

- **Identify practice pattern changes** to reveal who is seeking care, shifts in sites of care, and gaps that persist. Discover how members are engaging with providers and what medical needs are emerging (e.g., behavioral health). Determine what recovery looks like after this initial wave and through potential surges.
- **Surface quality improvement opportunities** using tailored cohorts to address areas of particular concern (e.g., childhood vaccinations, chronic treatment).
- **Analyze cost and utilization trends** to understand the drivers of changes and the economic and social impact of the pandemic.
- **Timely insights support organizations address changing business needs** as employees return to work. Align analytics with CDC risk factors, prevalent conditions in your population, and the impact on reopening workspaces across geographies.
- **Design benefits in step with evolution and innovation in care delivery.** Align benefit structure to reflect changes such as deferral of elective procedures and increased utilization of telehealth.
- **Build deeper client relationships,** as survey indicates 61% of large employers view their health plan as a key partner in returning to work.

## IMPACT

Provide timely reporting on populations at risk for severe infection, monitor spread, and analyze future implications for utilization and quality. Leverage relevant and timely analytic insights to transparently communicate the potential commercial trend as unemployment alters payer mix for providers and drives higher prices for employers.

## Pandemic tracking



## HOW OPTUM CAN HELP

Support across the continuum:

- Industry-standard analytic tools
- Secure, role-specific platform
- Unified clinical and financial data
- Managed analytic services



Contact us with questions at [empower@optum.com](mailto:empower@optum.com)

Data sources: [FAIR Health](#); [EHRN](#); [Optum Survey](#)

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