


# UnitedHealthcare Advocacy

At UnitedHealthcare, our foundational Advocate4Me® Core model is designed to provide proactive guidance, compassionate service and a simplified experience. Our enhanced **Elite and Premier** models give additional flexibility to shape your experience and are designed with a greater clinical focus to help meet the needs of your employees with more personalized and focused support. The Health Action Council Dedicated Elite model builds on Elite and aligns advocates with a dedicated nurse team to simplify engagement for members. Whichever advocacy solution you choose, we are here to help.



Features		Core	Highly Designated Elite Alliance	Highly Designated or Dedicated Elite	Highly Designated or Dedicated Premier	Dedicated Elite Health Action Council
 <b>Benefits and navigation</b>	Advocate desktop with real-time data feeds, full member view, Next Best Actions, consumer contact history for personalized integrated support	•	•	•	•	•
	Omni-channel member engagement via preferred channels (call, chat)	•	•	•	•	•
	Answer benefits and eligibility questions, claim status and financial responsibility	•	•	•	•	•
	Cost-of-care estimates and support for potential savings opportunities	•	Enhanced financial support	Enhanced financial support	Enhanced financial support	Enhanced financial support
	Find quality UnitedHealth Premium® providers and facilities and schedule appointments	•	Proactively offer to schedule	Proactively offer to schedule	Proactively offer to schedule	Proactively offer to schedule
	Proactive outbound support including near real-time benefit alerts	•	•	Custom campaigns <sup>1</sup>	Dedicated outbound team; custom campaigns	ER redirection plus other custom campaigns <sup>1</sup>
	Simple and complex real-time claims adjustment		•	•	•	•
	Single Advocate point of contact through issue resolution			•	•	•
	Super-Advocate issue escalation support			•	•	•
	Direct extension/voicemail for Advocates			•	•	•
	Gated Products/High Performance Networks (NexusACO, Charter, Navigate, etc.) support	•		•	•	•
Expanded Advocate training, including claims, culture and third-party solutions <sup>2</sup>			•	•	•	

<sup>1</sup> Additional costs may apply.

<sup>2</sup> Culture and third-party solution training not applicable for Elite Alliance; customer-specific documents accessible to Advocates via desktop.






# UnitedHealthcare Advocacy solutions (continued)

Features		Core	Highly Designated Elite Alliance	Highly Designated or Dedicated Elite	Highly Designated or Dedicated Premier	Dedicated Elite Health Action Council
 <b>Complex and unique needs</b>	Dedicated 1:1 support for families with children with complex needs	● Top 50% of eligible children	● 100% of eligible children	● 100% of eligible children	● 100% of eligible children	● Top 50% of eligible children
	Dedicated 1:1 support for adults with complex needs <sup>3</sup>	Case Rate	Case Rate	Case Rate	Case Rate	Case Rate
	Dedicated 1:1 support for LGBTQIA+ population	●	●	●	●	●
	Facilitate support to care delivery partners for diagnostic odyssey or emerging medicine	●	●	●	●	●
 <b>Clinical support and care management</b>	Proactive referrals to clinical support programs, including third-party point solutions	●	●	●	●	●
	Prior authorization guidance and Advocate escalation path	●	● Proactive outreach	● Proactive outreach	● Proactive outreach	● Proactive outreach
	Dedicated nurse resources focused on targeted proactive outreach		● Nurse Advocates	● Nurse Advocates	● Nurse Advocates and CM/DM nurses	● Nurse Advocates and CM/DM nurses
	Customized, advocacy/clinical integrated team organized around client				●	●
	Management and oversight via lead medical director, lead operations director and clinical affordability director				●	● Clinical Affordability Director only
	Client-specific ID stratification with deeper/earlier triggers				●	● Based on SDOH
	Client-based actionable insights using client trends/focused claim analysis to create strategies for employee population				●	●
	Enhanced case management (e.g., interdisciplinary medical rounds and escalated clinical coverage review support)				●	
Collaborative case reviews with support roles (e.g., registered dietician, social worker) and dedicated nurse resources				●	●	

<sup>3</sup> Applicable for Fully Insured and NA ASO clients. Pricing structure may vary.



# UnitedHealthcare Advocacy solutions (continued)

Features		Core	Highly Designated Elite Alliance	Highly Designated or Dedicated Elite	Highly Designated or Dedicated Premier	Dedicated Elite Health Action Council
 Behavioral health (BH)	Holistic BH support, utilization review and management	•	•	•	•	•
	Dedicated BH specialist team focused on administrative, navigation and issue escalation support <sup>4</sup>		•	•	•	
	Dedicated BH clinical leadership oversight and dedicated case management team with enhanced clinical support, improved ID stratification and direct collaboration with BH specialist team				•	
 Integration	Advocate desktop view of full benefit ecosystem (e.g., medical, behavioral, OptumRx <sup>®</sup> third-party point solutions)	•	•	•	•	•
	Referrals and connections to third-party point solutions with warm transfer <sup>5</sup>	•	•	•	•	•
	Proactive, predictive social determinants of health support via telephonic and digital channels	•	• Advocate-assisted search	• Advocate-assisted search	• Advocate-assisted search	• Advocate-assisted search
 Digital	Personalized digital tools to help members make more informed decisions, which may help them save on costs	•	•	•	•	•
	App and web assets allow members to self-serve their benefits and solutions <sup>6</sup>	•	•	•	•	•
	App with push notifications and connections to total consumer benefits with single login <sup>7</sup>	•	•	•	•	•
	Support client branding and customization				•	

<sup>4</sup> Available to ASO customers only.

<sup>5</sup> Elite/Elite Alliance, Premier and Health Action Council Advocates will also offer to stay on the line with external vendor and member for additional support.

<sup>6</sup> Integration capabilities vary based on Advocacy model and UHC Hub™ vendor contracted status.

<sup>7</sup> SSO capability standard for UHC Hub contracted vendors; buy-up for non-contracted vendors.



# UnitedHealthcare Advocacy solutions (continued)

Features		Core	Highly Designated Elite Alliance	Highly Designated or Dedicated Elite	Highly Designated or Dedicated Premier	Dedicated Elite Health Action Council
 <b>Reporting</b>	Holistic value-based reports (available for 500+, recommended for 1,000+ membership)	•	•	•	•	•
	Advocacy impact reports for showcasing incremental value of enhanced advocacy models		•	•	•	•
 <b>Membership</b>	Recommended/required size	N/A	Recommended KA/PS = 100 – 5,000 eligible employees NA = 5,000 – 15,000 members	Highly Designated recommended = 20,000+ members Dedicated required = 100,000+ members	Highly Designated required = 25,000+ members Dedicated required = 100,000+ members	500+

## Health Action Council detail



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**Net Promoter Score® (NPS®):**  
Health Action Council's Dedicated Elite team received a score of 75 in 2023\*



**Performance Guarantees**

- First Call Resolution = 91%
- Consumer NPS = 70

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