

Optum

**HouseCalls: helping
to care for patients
where they are**



Contents



Introduction

The industry's focus on value-based care opens the door again for in-home care demand.

Over the last couple decades, value-based care has revitalized the home care industry.

In 1960, patients were personally paying for 67% of the aggregate bills for medical consultations. By 2014, that number fell to 11% as private insurers and government programs began paying for a larger share of care.¹

This shift to volume-based medicine and a fee-for-service model caused home visits to decline in popularity.

Now, with the shift to value-based care, the provider focuses on intensive and intentional care based on what is needed for the patient, uncoupling financial incentives from volume. As demand for home and community care grows, a range of capabilities are needed. This encourages providing the right care at the right time in the most appropriate setting.

Read on to learn about the reasons for this change, the benefits of in-home care and how to make it a reality.



Note: Portions of this e-book originate from the article “The future of home and community care” from NEJM Catalyst, 2022

Reasons for change

The last couple years have generated a lot of change in the health care system. Three key shifts have positively impacted the care-at-home industry.

- 1 Patient preferences:** The overall societal trend of doing more at home is spilling into health care, changing the way care is delivered.
- 2 Regulatory flexibility:** This movement has allowed for new care modalities to be born, which have been widely accepted by consumers.
- 3 Technology innovation and patient adoption:** Consumers have shown increased acceptance for digital tools and virtual care after experiencing these modalities during the pandemic.



Patient willingness

A recent PwC survey asked people how willing they'd be to have a clinician visit their home. Respondents reported being very or somewhat willing to see a clinician at home for the following instances:

75%
for a wellness visit or physical

77%
for a sick visit or injury

78%
for a chronic care visit

Benefits of in-home care



Supports the patient-centered care model



Builds a different kind of trust with the patient and allows them to be comfortable and feel safe within a familiar environment



Allows the clinician to assess the person's home environment and better identify and address social determinants of health (SDOH)

Net Promoter, Net Promoter System, Net Promoter Score, and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

The value of in-home assessments:



Personalization

88%

repeat visit³



Member satisfaction

99%

(75+ NPS[®] score)^{3,4}



Star gap closure rate

86%

Bringing the vision to life

By positioning modular solutions around the member, health care organizations can enable timely interventions and care coordination supported by data and technology. This seamless experience will help optimize care delivery across and in coordination with providers and care settings. HouseCalls is one piece of the care continuum.



Roll over solution area on the graphic to learn more

Member-centric care across the continuum



HouseCalls

In-home assessments: The front door

As of 2018, U.S. home health care spending⁵: (e.x., patient monitoring,⁶ telemedicine,⁷ diagnostic kits,⁸ portable X-ray devices,⁹ etc.) is projected to grow about 7% annually from \$103 billion to \$173 billion by 2026.

The health care delivery system goal is to create a comprehensive care model that can serve all people, anytime, anywhere, including in the home, for their physical, mental and social needs.

Optum HouseCalls provides value beyond the assessment to the member and payer. If needed, the practitioner will make referrals for the member while also providing health plan visibility into members' diagnosis and general health. The program has generated over 760,000 referrals to follow-up care with more than 320,000 referrals for SDOH needs, including:

 **158,000**
for low-income support³

 **37,000**
for medication affordability³

 **85,000**
for transportation needs³

 **43,000**
for food insecurity³

HouseCalls overview:



Scalability

3,200+

Practitioners
available in 50 states³



Flexibility

14%

traveling practitioners
within the network³



Program scale

2.2M+

visits completed in 2022³

In 2022, Optum HouseCalls closed more than **2.3 million** Star/HEDIS gaps in care.³

Optum HouseCalls can reach your members where they are and assess members' health and needs, to help improve their health and help you achieve your goals.

Contact Optum to learn more.

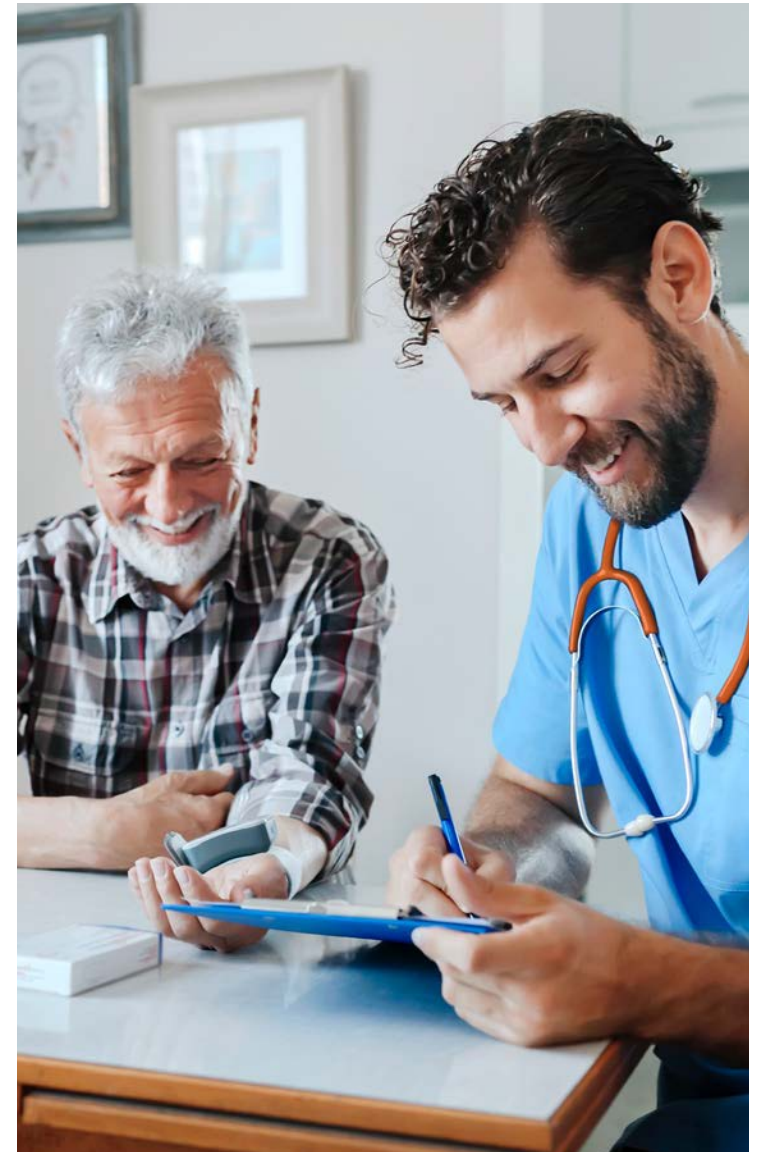
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