

# Medicaid Advisory Services

Whether your organization is a national or state Medicaid program, you have the same goals: winning bids, reducing costs, and meeting regulations.



That's where Optum® Medicaid Advisory Services can help. With expertise ranging from national-level big picture to deep local insights, we can help you develop regulatory-compliant strategies to reach your growth targets.

## Change, adapt, and keep on going

From new capabilities demanded by state procurement agencies, to changes in rate structures, to new concepts like social determinants of health, our experience can help you quickly adapt to – and stay in compliance with – whatever the latest changes in the managed Medicaid business are.

### Strategic insights

We assess your organization's position in the marketplace and chart strategic courses for sustainable success.

### Positioned to thrive

Whether it's growing your organization's top line or defending the bottom line, our depth and breadth of real-world health care expertise can help you implement change.

### Meaningful results

We can help you create new relationships across the health care spectrum to bring innovative new opportunities in the financing and delivery of health care.

## Developing your growth strategy

To develop a strategy for expanding your Medicaid business, Optum® Medicaid Advisory Services takes a three-pronged approach.



### Discover

#### Assess the current state of your business

We analyze your medical, pharmacy, behavioral and CMS data, while you answer questions about your business landscape, technology portfolio and compliance challenges.

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### Develop

#### Gather and analyze information

We compile what we've learned about your differentiators, gaps, competition and regulatory environment, then begin prioritizing areas around which to build your growth strategy.

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### Deliver

#### Produce a growth strategy and a best-practice playbook

We review and make adjustments to the final analysis, then deliver a three-year growth plan that's clear, easy to follow, and designed to help you reach your strategic goals.

The analyses we conduct, the lessons we learn, and the strategies we help you develop come from our unparalleled access to insights and metrics from industry outlooks and local trends. That means when you work with Optum, you get first-source data-based guidance on growing your business.

## Work with a trusted partner

Clients rated Optum Advisory Services the highest for expertise among Focused Healthcare-Specific consulting firms in the 2018 KLAS Healthcare Management Report. KLAS reported that clients often view Optum Advisory Services experts as “trusted partners” who help to guide organizational vision and strategy, and solve problems.

## From planning to action

Our support doesn't stop with developing a strategic growth plan – we're there to help you put it into action, too. From transition support to keeping you on track, Optum is your partner for growth.

## Meet our experts

Our experts can help you explore improvements you may have never thought possible. Optum helps you define strategic priorities and align across plans and providers to drive growth, lower costs, increase revenue and improve member satisfaction.



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