

Optum Wellness Tools

Healthier members reduce costs

Wherever your members are on their healthcare journey, providing them with online wellness tools help them become more active, engaged advocates for enjoying their best health possible. Optum Wellness Tools provide them with online and mobile tools targeted to their needs and available from the member portal. They become engaged, motivated and active in moving toward behaviors and lifestyles that ensure that they become as healthy as they can be. This adds up to reduce costs for the entire plan.



69% of Americans are trying to lose or maintain their weight.¹ Online wellness tools can make impact on your members' weight-related healthcare costs.

Personalized education and content to address member's health and risk factors

Pre-integrated on the Healthx member portal, Optum Wellness Tools give members 24/7 access to a comprehensive suite of wellness tools that provide the building blocks for healthy behaviors, support for self-care initiatives and complementary activities for chronic conditions. Members access the tools from the member portal and complete a health risk assessment. Based on their current health status and any chronic conditions or risks, they can receive educational content specific to their needs and goals.



Virtual Coaching

Provides personalized guidance and motivation to identify and address unhealthy behaviors and ensure that the changes are maintained long-term.



Online community

Encourages engagement and participation via social sharing and other community activities.



Tracking and Motivational Tools

Returning users can view progress and next steps toward their goals each time they log on.



Custom Content

Individualized healthy living information, educational resources, and actionable recommendations based on the member's goals and health needs.



Lifestyle device integration

Devices can easily be set up to sync to the portal and appropriate progress trackers and challenges.



Health library

Content library with information that supports change and addresses specific health conditions.

A key component of your member engagement and population health strategies

Optum™ Wellness Tools continuously engage members with personalized support to motivate them to make healthy changes and maintain them over time. They empower them to address unhealthy habits before they escalate into high-cost chronic conditions. They also meet NCQA Health Appraisal standards and provide a variety of participation-focused activities, a simple design that is responsive and easy to use, a dedicated wellness staff, and a seamless integration with the Healthx platform. Members can be rewarded with meaningful incentives for participation and achievement that are significant enough to motivate members to maintain behavior changes over time. And Optum Wellness Tools can help reduce overall health risk and increase healthcare savings with individual, customized motivations that cumulatively make a positive impact on cost of care and population health.

Continuously engages members with individually tailored support

The Optum Wellness Solution can be pre-integrated on the Healthx platform and delivered through the member and mobile portals. Members access the tools via the member portal when they log onto their health plan portal, giving them a central hub for all their personal wellness activities. Members can also integrate their activities with their lifestyle devices that can be synced to the portal. Individualized homepages include dynamic content that increases engagement and promotes positive health changes.

70% of Americans who smoke want to quit². 47% of Americans want to be an inspiration for healthy living for their children³. Optum Wellness Tools can help them reach their goals and reduce your overall costs.

Additional features include:



Seamless Integration and Unified User Experience

Optum Wellness Tools can be pre-integrated on the Healthx member and mobile portals, which allows members to access the tools directly from the branded portal and requires no additional IT resources from the payer.



Reduced Costs

Providing Optum Wellness Tools helps employers, health plans and other organizations reduce their population's health risks and healthcare costs, and potentially increase productivity.



Robust Knowledge Library

Provides content generated by Optum and respected third party vendors such as HealthWise® to provide members with a vast amount of current, innovative wellness and prevention information.

¹ 2011 Food & Health Survey, International Food Information Council Foundation, Sept 2011.

² CDC Morbidity and Mortality Weekly Report, USA Today, November 2011.

³ APHA, April 2010.

