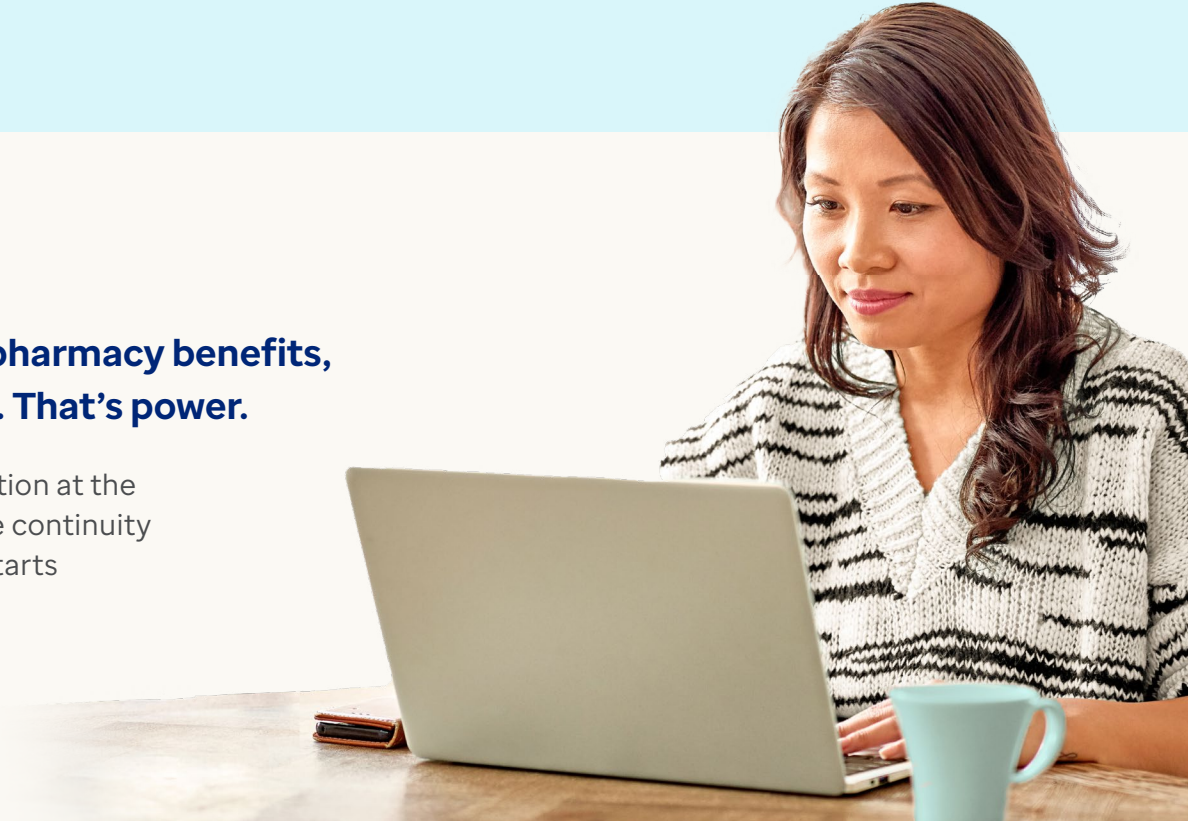


Empowering members from the start

Award-winning communications help members navigate their pharmacy benefit¹

The better members understand their new pharmacy benefits, the better they can take care of themselves. That's power.

At Optum Rx, we provide new members the right information at the right time to guide them through onboarding and provide continuity of care. We designed a solution that is personalized and starts 60 days before go-live.



Here's a look at our award-winning communications plan¹:



Welcome members

During open enrollment, we announce the transition to Optum Rx and begin familiarizing members with their new pharmacy care services.



Support enrollment

Members get more details about their benefits so that once their plan is live, they're ready to do things like:

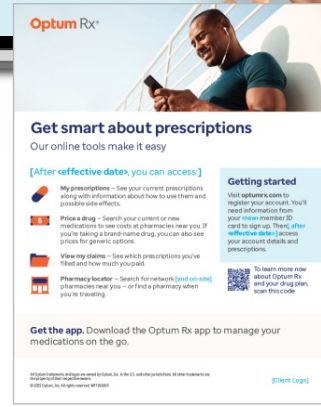
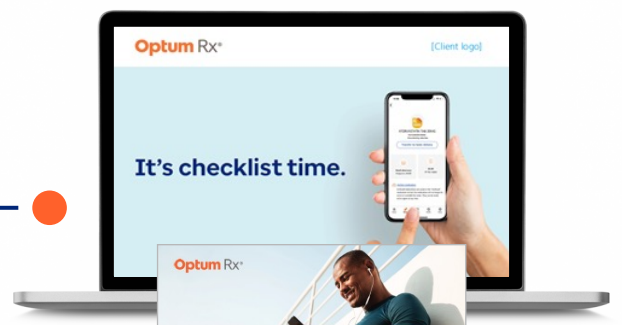
- Find their benefit information on optumrx.com or the Optum Rx app
- Transfer prescriptions to home delivery
- Find a pharmacy
- Understand drug costs and the benefits of using generic medications



Plan and facilitate transition

Members receive personalized support to help ease their transition and understand available resources. Communications include:

- Details about any health or savings opportunities
- Guidance on how to register for digital tools to order medications, compare prices and more
- Change notification letters
- A checklist mailer with tasks and information they should review before go-live, such as their benefits, medication pricing, and the accuracy of their new member ID



Onboard members

Members receive their welcome kit and ID card, plus access to the member portal, the mobile app and customer service advocates.



Go live

Members receive a personalized email announcing that their new benefits are now active.



Promote awareness

We'll continue to educate members about their plan's features, tools and options.

We're here for you

Clear communications and expert support not only help with a smooth transition to Optum Rx but with member experience and satisfaction, too. Our onboarding strategy helped drive²:

13%
reduction in rejected claims

53%
improvement in medication adherence

30-point
increase in Net Promoter Score®



Get started

For more information, contact your Optum Rx representative or email optumrx@optum.com

About Optum Rx

Optum Rx is a pharmacy care services company helping clients and more than 62 million members achieve better health outcomes and lower overall costs through innovative prescription drug benefits services.



References

1. Our onboarding communication strategy earned 2023 gold awards in three industry competitions: Hermes Creative Awards, Healthcare Ad Awards, The Aster Awards.
2. Optum Rx internal analysis. 2022. Net Promoter, Net Promoter System, Net Promoter Score, and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

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