



# Coding Advisor

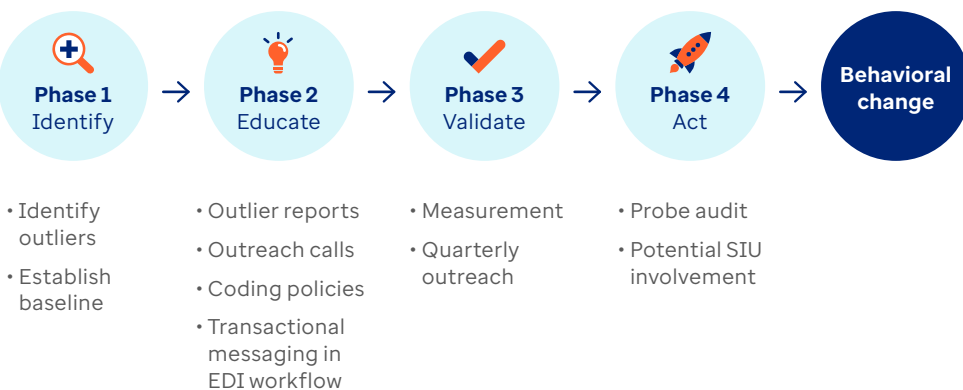


Low-dollar, high-volume billing errors are frustrating for providers and health plans alike and often lead to an increased number of claim denials, record requests and appeals that result in high provider abrasion. Optum® Coding Advisor is a pre-submission, outreach-based provider engagement solution that helps identify common billing errors and improve provider billing behavior.

Coding Advisor uses advance analytics to address losses to more than 32,000 commonly up-coded low-dollar, high-volume CPT® codes. Outlier providers are identified through benchmark provider billing data and educated using health plan-specific coding reimbursement policies, driving positive behavioral change and more accurate billing practices.

## Improve coding practices

Coding Advisor uses a proven, 4-phase process for changing behavior and improving coding practices:



# \$3-\$8

PMPY\* estimated savings



# 81%

of providers demonstrate positive behavioral change

## Targeted, multi-channel engagement

Coding Advisor delivers targeted provider messaging on potentially erroneous billing – whether accidental or intentional – to educate providers in a collaborative, non-confrontational way. Education is delivered via multi-channel communications, including:

- Quarterly provider profile mailings tailored to each outlier provider practice with data insights
- Point-of-submission EDI messaging

In addition, Coding Advisor Call Center representatives reach out to 85% of outlier providers to further explain billing inaccuracies and encourage self-correction of claims to ensure resolution, resulting in:

- Less than 1% provider escalation
- 9.6% average decrease in cost of outlier E/M claims
- 24% average reduction in total overbilling

## A unique approach to delivering long-term behavioral change

Coding Advisor is more than just another alert – it’s an educational system that uses AI and behavioral science to deliver targeted coding insights without disrupting provider workflows.

- Outreach is informed by AI-driven provider scoring, ensuring we connect the right provider with the right message at the right time
- Mastery-level coders have formal teaching or training experience
- Highly-collaborative approach drives lasting behavioral change that maximizes medical cost savings while minimizing provider abrasion

Educational insights based on analysis of data from

**2.5M**  
providers over 10 years

**200K+**  
current outlier providers engaged with Coding Advisor

Provider engagement in  
**50 states**

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**Learn how Coding Advisor can help you improve billing behavior and reduce provider abrasion.**

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