



Internal use only

# Go To Market

8/26/2021

E&I

\*target dates and designs are subject to change

United  
Healthcare®

# Agenda

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# Releasing this week – 8/23-8/27

- There are no releases planned for this week



# Releasing next week – 8/30-9/3

Product	Feature	Feature Summary	Audience	Contact
Vaccine	Digital Pass (desktop) – targeting 8/30	<p>The vaccine pass will allow you to generate a QR code if you have at least 1 verifiable vaccine dosage.</p> <p>The vaccine pass is available to most vaccinated members. If you are fully or partially vaccinated and UnitedHealthcare can verify your vaccine status, you can activate your vaccine pass. Verified vaccines are those created through UnitedHealthcare records. They are based on information UnitedHealthcare has received through its health claims or information obtained from outside organizations, such as federal or state vaccination registries. If your COVID-19 vaccine records are self-reported or missing, a vaccine pass from UnitedHealthcare will not be available.</p>	All E&I	Marlene Gordon <a href="mailto:marlene_gordon@optum.com">marlene_gordon@optum.com</a>
Peloton	Peloton Experience (desktop) – targeting 9/1/2021	<p>Members will be able to redeem their Peloton offer code through myuhc.com.</p> <p>This is a new wellness benefit that's part of the eligible UnitedHealthcare health plans to increase value to fully-insured members by providing free access to a Peloton membership (\$155 value). Members will have access to a Digital Membership for 1-year, or an All-Access Membership for 4-months.</p>	All fully-insured, E&I members with active medical plans (18+). Impacting ~ 4 million members.	Jasmine Swyningan <a href="mailto:jasmine.swyningan@optum.com">jasmine.swyningan@optum.com</a>
Claims & Accounts	Support HSA members who have not opened their Optum bank account via Plan Balances page (desktop) – targeting 9/2/2021	Provide new HSA members with a link to Optum Bank via myuhc for opening a new Optum Bank account while including messaging to members that they need take their initial step to open their HSA account.	E&I members on UNET and USP with a Health Savings Account through Optum Bank. Excluding Apple	Austin Aghamirzai <a href="mailto:austin.aghamirzai@optum.com">austin.aghamirzai@optum.com</a>



# Releasing next week – 8/30-9/3 continued

Product	Feature	Feature Summary	Audience	Contact
Chat	Chat Rollout (desktop) – targeting 9/3/2021	Chat rollout to certain policies with Advocate4Me Elite or Premier. Chat will be accessible from the dashboard, help and claims page.	E&I policies with Elite and Premier Advocate4Me:  Duke Energy (729784) Roche USA/Genentech (751992) M.A. Mortenson (918505) General Dynamics (217725)	Peter Armstrong <a href="mailto:peter.armstrong@optum.com">peter.armstrong@optum.com</a>



# Pushed out releases

Product	Feature	Feature Summary	Audience	Contact
Virtual Care	Optum Virtual Care – targeting 9/9/2021 (desktop)	OVC urgent care (VUC) services are currently offered to UHG employees. Virtual urgent care services through Optum Virtual Care (branded as “24/7 Virtual Visits”) will be expanded to all E&I members. OVC will be the primary VUC vendor for these members. These members will still be able to access to Teladoc, Amwell, and DoD.	E&I members with virtual visits in:  <b>9/9/2021</b> (desktop): AR, DE, IL, IN, KS, MA, MD, MI, MN, NE, OK, PA, VA, WA  <b>9/13/2021</b> (mobile): AR, DE, IL, IN, KS, MA, MD, MI, MN, NE, OK, PA, VA, WA  <b>9/23/2021</b> (desktop): CA, FL	Becca Hanson <a href="mailto:rebecca.hanson@optum.com">rebecca.hanson@optum.com</a>



Releases that have been presented in GTM with changes to the target date will be tracked on this page.

**\*NEW UPDATE = changes to the target date since the last GTM meeting**



# Appendix

# Contacts

Product	Name	Email
General Go To Market	Brittney Reinholz	Brittney.reinholz@uhc.com
Provider Search	Wendy Cutting	wendy_cutting@optum.com
Cost Transparency	Isha Gheek	Isha.gheek@optum.com
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Activate	Chris Casey	Chrisopher.casey@optum.com
Real Time Offers	Brenda Fogo	brenda.fogo@optum.com
Dashboard	Richa Malik	richa.malik@optum.com
Virtual Care	Becca Hanson	rebecca.hanson@optum.com
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Operations	Melissa Kisver	melissa_a_kisver@optum.com





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**Demo sites (desktop & mobile)** – not password protected

[Click here](#)

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**Quarterly Review**

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**Release Notes**

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**Previous GTM Presentations**

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# Roadmap

# Activate

Initiative	Description	Target Date	Keystone
Plan Selector	Plan Selector is a tool to connect the separate E&I, C&S and M&R portals. Create a Plan Selector re-entry point in the Account Settings drop down for members to easily access multiple plan types once they are logged into their account.	Q1 2022	Yes



# Claims

Initiative	Description	Target Date	Keystone
OON medical claims submission form	Un-integrated medical claims submission form	Q4 2021	Yes
Prior Year Accumulators	Display accumulators for the prior year on the Plan Balances page	Q4 2021	Yes
Prior-authorization status	Provide members with the ability to view the status of a prior-authorization request submitted by their provider	Q4 2021	Yes



# Mobile

Initiative	Description	Target Date	Keystone
Mobile app redesign	App redesign to improve navigation and update branding. Will roll out in phases and be implemented for all LOBs.	Q4 2021	Yes



# Pharmacy

Initiative	Description	Target Date	Keystone
Home Delivery Order Management – Phase 2	Provide member to act on behalf of dependents with the ability to archive meds, refill, auto-refill, transfer and renew their medications for home delivery as well as edit shipping address and payment method on file on myuhc.com in one integrated experience.	Q3 2021	Yes
FSA/HSA Payment Methods	Ability to add new FSA/HSA card as a payment option for refills, renews and transfers	October 2021	Yes
Home Delivery Order Management (mobile app)	Implement Home Delivery Order Management on the UHC mobile app	Q4 2021	Yes



# Provider Search

Initiative	Description	Target Date	Keystone
Vision Provider Search	Integrate vision providers to provide members a consistent, streamlined search experience.	Q4 2021	Yes



# Real Time Offers

Initiative	Description	Target Date	Keystone
View All Recommendations Redesign	Re-Design of the View All Recs page	Q3 2021	Yes





# 24/7 Virtual Visits

Initiative	Description	Target Date	Keystone
Optum Virtual Care Expansion	Expand Optum Virtual Care Urgent Care as another provider to additional states	9/9/2021 (desktop): E&I members in AR, DE, IL, IN, KS, MA, MD, MI, MN, NE, OK, PA, VA, WA  9/13/2021 (mobile): AR, DE, IL, IN, KS, MA, MD, MI, MN, NE, OK, PA, VA, WA  9/23/2021 (desktop): E&I members in CA, FL	Yes

