



Helping drive better health outcomes with better clinical advocacy.

NurseLine provides members with information to help them make informed decisions about their health and well-being.

Health care advocacy – A single point of contact.

UnitedHealthcare NurseLine is a health services solution in which members are connected with a health care expert, who helps guide them to resources and more effective use of care, including:

- **Right treatment:** Help answer clinical concerns, facilitate referrals to relevant health and wellness programs, and provide condition management and treatment-decision counseling.
- **Right provider:** Identify UnitedHealth Premium® providers and even schedule appointments.
- **Right medication:** Coaching on medication adherence and education on drug interactions or medication alternatives.
- **Right lifestyle:** Preventive care information, healthier lifestyle coaching and referrals to wellness coaching and behavioral health.

Employees have only one number to call to get connected to all of their health and wellness programs.

Member engagement: Connecting with the right member.

UnitedHealthcare's communication strategy helps enable member engagement for those in need of a health support solution. We leverage best practices and online communication to attract members.

Our goal is to reach members through clinical, targeted engagements in order to reach the member at the right time.

continued

NurseLine delivers results:

- 65% of callers who initially intended to use the ER avoided an unnecessary ER visit¹
- 20% of callers are referred to a relevant health or wellness program².
- NurseLine has a 94% caller satisfaction level³

Clinical services: Providing clinical expertise through registered nurses.

NurseLine registered nurses use a clinically sound approach through evidence-based clinical guidelines when interacting with members. Nurses have access to a “whole-person” view of the member’s health history at the time of the call, allowing them to address not only the immediate symptom, but a member’s total health status.

- Available 24/7 to help employees with symptoms decide the right place to seek care.
- Understanding a diagnosis and exploring different treatment options and outcomes.
- Achieving a healthier lifestyle and getting tips on nutrition, exercise, health screenings and immunizations.
- Understanding medications.
- Uses robust evidence-based medicine clinical guidelines when interacting with employees.

Over 50% of the nurses care recommendations were different than the callers’ original intent³

Navigational support: Driving up program referral rates.

NurseLine helps connect members to information and services for all UnitedHealthcare health and wellness programs available to your population. The use of warm transfers and the integration with other programs help drive higher referral rates across the continuum of care, including disease management, case management, wellness and treatment decision support.* Members can get to more of the resources they may need on a more timely basis.

Why NurseLine works.

Employees.

- Immediate answers to health questions anytime, anywhere — 24 hours a day, seven days a week.
- Access to experienced registered nurses who have an average of more than five years as a NurseLine nurse.
- Identify and recommend health and wellness programs.
- Trusted, physician-approved information to help guide health care decisions.

Employers:

- Higher productivity by helping employees quickly find reliable resources.
- Lower absenteeism through support that helps employees stay healthier to help them stay on the job.
- Reduced health care expenses with employees making informed health care decisions.

¹ UnitedHealthcare book-of-business NurseLine utilization report, year-end 2016

² Optum® Quarterly Scorecard Report, year-end 2016

³ 2015 NurseLine Triage Savings Summary for UnitedHealthcare

For a complete description of the UnitedHealth Premium® program, including details on the methodology used, geographic availability, program limitations and medical specialties participating, please see myuhc.com®. NurseLineSM is for informational purposes only. Nurses cannot diagnose problems or recommend specific treatment and are not a substitute for your doctor’s care. NurseLine services are not an insurance program and may be discontinued at any time.

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