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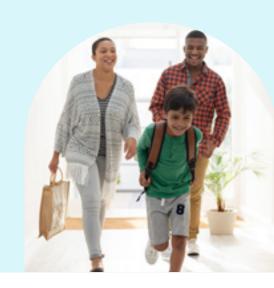
Empowering individuals' health care decisions

Background

In one of the country's most diverse and populous states, residents needed a better way to make informed decisions about their health insurance. The state's Department of Health plays a proactive role in compiling essential health care data that provides detailed and up-to-date information to guide residents in choosing a health plan.

The goals

The extensive data collected in the report can be overwhelming for many residents. The state's Department of Health reached out to Optum to create a data visualization tool that simplifies the decision-making process. The goal was to help residents find and select the health plans that best meet their individual and family needs, without having to comb through dense survey results or combine different data sources.

Solution

The state's health plan ratings dashboard, developed in partnership with Optum, is designed to cut through the confusion that can make it difficult for people to understand their options.

The dashboard's interactive features and clear graphics help make the plan selection process less daunting and more informative. Individuals and families can find the best plan for their needs, which can encourage them to take an active role in their health care choices.

The platform integrates information from a wide range of health plans, including commercial, Medicare, Medicaid, the state's health plan for children, and the newly added essential plans. By bringing together data from these different plans into a single, easy-to-use interface, the dashboard makes it easier for residents to explore and compare health plan options.

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Dashboard features

Patient satisfaction ratings from member survey conducted for the state's Department of Health

Comparison of plan to statewide averages

Star Ratings

Quality measures for Adult Care, Behavioral Health, Cardiovascular Care, Care for Respiratory Conditions, Child and Adolescent Care, Diabetes Care, Experience with Adult Care, Experience with Children's Care, Maternal Care, Women's Preventive Care

The platform is updated annually with Star Ratings and patient satisfaction data, to make sure users have access to the most current and relevant information. This level of transparency empowers individuals to make informed decisions about their health plans, taking into account factors such as cost, quality of care and ease of access to services.

The dashboard also provides context to the data by comparing each health plan to the statewide average. This comparison helps users understand how each plan is performing within the state's health system.

The dashboard is a valuable resource. Whether users are new to health insurance or looking to make a change, the dashboard can help by turning complicated data into easy-to-understand information.

The dashboard's most notable feature is its comprehensive view of quality metrics across a variety of care specialties, including adult care and behavioral health.

Impact

During the critical open enrollment period, residents can access more information to make better decisions about their coverage.

The dashboard has also resulted in significant operational cost savings for the Department of Health by centralizing and simplifying access to critical health care data. This increased efficiency conserves financial resources and provides accurate and timely data, reducing the risk of errors and miscommunication.

The dashboard also improves transparency and accountability within the state's health care system. By providing information on how different health plans perform, the dashboard encourages them to provide high-quality care.

To learn more about how Optum can partner with your state, contact us at optum.com/stategovcontact.