United Healthcare

UHC Digital Initiatives
as of 06/29/2021

FOR INTERNAL USE ONLY
(All timeframes reflect "planned" dates and are subject to change)
(Target Dates in bold indicate change from previous report)

Year	Qtr.	Target Date	Client Specific	Product	Roadmap Item	Description	Strategic / Advocacy	New or Updated Items
2021	Q3	06/17/21	E&I - myUHC - E&I members	Search	Site of Service (SOS): Search and Terminology Upgrades	Update guided and text-based search logic to accurately reflect Site of Service terminology to help members easily locate Free Standing Facilities (FSFs) and Ambulatory Surgical Centers (ASCs). With the SOS program, there are more prior authorization requirements being put in place to drive members to FSF/ASC providers. *Implemented: 06/17/2021*	Strategic	
2021	Q3	06/24/21	E&I - myUHC - E&I members	Search	Designated Diagnostic Provider (DDP) for Lab: Phase 1	The UHN National Lab team has developed a strategy to reduce lab costs through the creation of Designated Diagnostic Providers (DDP) and the modification of lab benefits in the plan design. *Implemented: 06/24/2021*	Strategic	
2021	Q3	07/01/21	E&I- myUHC - UHC West members	Benefits	UHC West Benefits Overview Migration	Migrate UHC West members to updated Benefits Overview page.	N	Updated
2021	Q3	07/01/21	E&I myUHC - E&I members	Care & Cost	UHC Standard Lab Network/Designated Diagnostic Providers 2021	Members are paying more for Labs at an Outpatient Hospital facility compare to a Free Standing Facility due to benefit differential for place of service. It allows members to get maximum or full coverage by going to UHC Preferred Lab network	Strategic	
2021	Q3	07/01/21	E&I - myUHC - E&I Members	Claims	All Claims Steerage Messaging_Phase III Non Emergency ER visit	Add steerage messaging prominently to All claims when a member has made a suboptimal decision related to ER visits or non premium provider visits. When a member makes a suboptimal decision we will display a message for the following scenarios: • Non Emergency ER visit	Advocacy	
2021	Q3	07/01/21	E&I - myUHC - E&I members	HSID	Non-Member HSID Access	To allow non-UHC members to create a HealthSafe ID and access a non-member portal experience.	Strategic	Updated
2021	Q3	07/07/21	E&I - myUHC - E&I Members with access to IHR	IHR	Adding a link from IHR to the Vaccine Digital Record	Adding a link to the IHR Health Summary and Immunizations page to direct members to view and self-report. Creating a connection point between IHR and the vaccine digital record products, so the link will display to all E&I members even if COVID data is present in either location.	Strategic	New
2021	Q3	07/15/21	E&I myUHC - E&I members	Care & Cost	Guided Search Updates (Labs, Imaging and Tests)	Moving care paths from different buckets with the ability to navigate based on area of the body. Making it easier for member to drill down to their care needs with ease.	Strategic	Updated
2021	Q3	07/20/21	E&I myUHC - E&I members	New Exercise Program	Program Landing Page	UHC E&I commercial members lack the access to a premium wellness experience that supports their physical and mental wellbeing. The engagement with the exercise vendor will enable UHC to increase member acquisition and retention and support our members in maintaining and improving their physical and mental health. It will also help our members in overall reduction in operational and medical expenses. There are two phases for the exercise vendor work and launch. The landing page will be live for members on 7/20. With this first release the member has no call to action on the landing page. It's informational only. The dashboard will also have a coming soon tile.	Strategic	New
2021	Q3	July	E&I - myUHC - E&I members with Optum Rx	Rx Integration	IRIS Target Portal URL change	Creating vanity URLs for the P&P page to better land the member on our site from ORx emails	Strategic	

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2021	**Q3**	**July**	E&I - myUHC - E&I members with Optum Rx	Rx Integration	Pick a Provider	Long term Transfer fix, which allows the member to pick a provider if one does not exist on the previous claim detail for their prescription.	Strategic	Updated
2021	Q3	08/01/21	E&I - myUHC - E&I members	RTO	Q3 Offer - Biometrics Kit	Link to educational pages and then to digitized Biometric screening work when complete.	Strategic	New
2021	Q3	08/05/21	E&I - myUHC - E&I Members	Virtual Visits	Leverage Optum Virtual Care (OVC) for E&I VV Urgent Care Offering	Add OVC Urgent Care as another Provider/Vendor option for 16 states: KS, NE, IL, MN, OK, AR, VA, WV, DE, MD, IN, PA, MI, MA, FL, CA	Strategic	New
2021	**Q3**	**08/05/21**	E&I - myUHC - E&I Members with Optum Bank HSa	Claims	Support HSA members who have not opened their Optum bank account via Plan Balances	Provide new HSA members with a link to Optum Bank via myuhc for opening a new Optum Bank account. Provide messaging to member that they need take their initial step to open their HSA N account. Provide link to Optum Bank		
2021	Q3	09/01/21	E&I myUHC - E&I members	New Exercise Program	Program Launch	The next phase is the actual launch of the program starting on 9/1 where the member can get an access code on myuhc and connect over to the exercise vendor to sign up for a digital membership (no equipment needed) or all access (if member has equipment). For this launch the myuhc landing page will enable and have a call to action for the member to get the access code and connect to the exercise vendor. A final tile will be displayed on the Dashboard for 9/1 as well.	Strategic	New
2021	**Q3**	**TBD**	E&I- myUHC - E&I members	Activate	Plan Selector	Plan Selector will be 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.	Strategic	
2021	Q3	TBD	E&I- myUHC - E&I members	Benefits	Certificate of Coverage, Proof of Coverage and Proof of Lost Coverage Forms	Add "Certificate of Coverage (COC) Request Form" when a member is looking at their Plan Document section in Coverage and Benefits. Add "Proof of Coverage" section under the Required Notices section on the Plan Document section in Coverage and Benefits. There will be 2 forms available: 1. Proof of Coverage Form 2. Proof of Lost Coverage Form	N	New
2021	Q3	TBD	E&I- myUHC - E&I members	Benefits	Financial Accounts Benefits at a Glance	Display HSA/FSA balance with link to Plan Balances page. In scope for all E&I members, except UHC West, Empire, Expat. USP members.	N	New
2021	Q3	TBD	E&I- myUHC - E&I members with DDP Restrictions	Benefits	Designated Diagnostic Providers on Benefit Overview	Add "Designated Diagnostic Provider" (DDP) under Common medical services "Lab and Tests" tab will only show if a member has DDP restrictions.	N	New
2021	Q3	TBD	E&I- myUHC - E&I members	Benefits	Add coverage end date	Medical, dental, vision sections coverage end date will be able to be viewed on the overview page for active coverages.	N	New
2021	Q3	TBD	E&I- myUHC - E&I members	Benefits	Benefit Details Content Improvement	Add ability to add employer requested document in Benefits Documents & Forms area.	N	New
2021	Q3	TBD	E&I- myUHC - E&I members	Benefits	Promoted Search Results for Plan Documents and Forms	For targeted terms, insert custom search results to help members find more relevant coverage information.	N	New
2021	Q3	TBD	E&I - myUHC - Specific E&I clients from Key Accounts, Small Group, and National Accounts	Care Cash	Care Cash Enhancements	Adding additional enhancements to the member's Care Cash portal experience. Enhancements will potentially include some of the following items: Renewals after the first year Ability to support rolling over into future years Ability to support reloaded cards Ability to support reports Improving the customer journey in myUHC Develop rollover and reload enhancement to the current Care Cash initiative.	Strategic	

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2021	Q3	TBD	E&I - myUHC - E&I Members	Claims	Covid Banner Update to add Exceptions may apply	Update required to COVID banner in alignment with Claims processing. The concern is that not all COVID testing is going to be allowed with zero cost share. The surveillance testing for people to go back to work, back to school, or travel, etc. would not be covered at zero cost share. New copy from legal and operations: 'You will have $0 cost-share on medically appropriate COVID-19 testing and testing-related services, as well as FDA authorized COVID-19 vaccines during the national public health emergency period, currently scheduled to end July 19, 2021. Exclusions may apply.'	N	New
2021	Q3	TBD	E&I - myUHC - E&I Members	Claims	Online Appeals and Grievances Redesign	Provide members with a way to submit appeals online, rather than via paper. The majority of members on myuhc do not have an easy way to either submit an appeal on a claim, or to track the status of their appeal, once it has been submitted. Most members are required to submit an appeal via paper mail, and do not have any way to track their appeal, until a determination has been made.	Strategic	New
2021	Q3	TBD	E&I - myUHC - E&I members	Claims	OON Medical Reimbursement – Phase 2 Full Launch	Full Launch to E&I population of Short Term Adobe link solution will follow after monitoring of results from pilot group. This release will still exclude USP, UHC West and Empire who will follow tentative 8/19.	Strategic	
2021	Q3	TBD	E&I - myUHC - E&I members	Dashboard	Emotional Support Tile/Phase 2 BH&EAP+BH Segments	A Dashboard carousel tile will link members to a landing page where they can learn about EAP, Sanvello and Virtual Behavioral Health. The landing page allows members to learn more before engaging with resources and provides a single destination for members to learn more about behavioral resources available to them. There are 4 versions of the landing page, based on member's eligibility for Behavioral Health and EAP.	Strategic	New
2021	Q3	TBD	E&I - myUHC - E&I members with HMO (Signature Value Advantage) Plan	Dashboard	Canopy Health SSO Outbound (myuhc to Canopy portal)	Canopy Health is a single integrated network of like-minded physician groups and health systems committed to delivering high-quality, affordable care. UnitedHealthcare and Canopy are exploring opportunities to make the member digital journey seamless. A single sign on capability will enable Canopy members who have a UHC insurance product/plan to be seamlessly connected to the Canopy portal from myuhc.com portal.	Strategic	New
2021	Q3	TBD	E&I - myUHC - E&I members	HSID	Global HSID Terms of Use	To create a single Terms of Use for all HSID portals with product sections where the member can select a product title and read more information. Ensure all HSID users accept the new terms of use. With a single terms of use, the member doesn't need to accept the product terms and only needs to accept the single Terms of Use.	Strategic	
2021	Q3	TBD	E&I - myUHC - E&I members	HSID	Single Login for all UHC Members	To implement a single login solution that would allow all UHC members to login at one location and be directed to the correct member portal experience based on their active plans. (E&I, M&R and C&S portals)	Strategic	
2021	Q3	TBD	E&I - myUHC - E&I members	RTO	E&I RTO - Quarterly Release of new RTOs - Q3	Quarterly add of Real Time Offers available to E&I Members based on new business marketing programs and content	Strategic	
2021	Q3	TBD	E&I - myUHC - E&I members	RTO	E&I View All Recommendations Page Re-Design	Re-Design of the View All Recommendations Page	Strategic	
2021	**Q3**	**TBD**	E&I - myUHC - E&I members with Optum Rx	Rx Integration	FSA/HSA Payment Methods	Ability to add new FSA/HSA card as payment option for refills, renews, transfers.	Strategic	Updated
2021	**Q3**	**TBD**	E&I - myUHC - E&I members with Optum Rx	Rx Integration	Home Delivery Order Management - Auto-Refill - Phase 2 (family)	Provide members with the ability to auto-refill their medications Optum Digital w/Skyline Release	Strategic	Updated

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2021	Q3	TBD	E&I - myUHC - E&I members with Optum Rx	Rx Integration	Mixed Cart: Refills/Renews /Transfers	Ability for members to have multiple prescription order types (renews, refills and transfers) in one checkout experience.	Strategic	
2021	**Q4**	**10/14/21**	E&I- myUHC - E&I members	Claims	Prior Year Accumulators	Display accumulators for the prior year on the Plan Balances page.	N	
2021	**Q4**	**TBD**	E&I - myUHC - E&I Members	Claims	View Prior-Authorization Status	Provide members with the ability to view the status of a prior-authorization request submitted by their provider.	Advocacy	Updated
2021	Q4	TBD	E&I - myUHC - E&I Members	Claims	Designated Diagnostic Provider Claim Denial CTA	Upon receiving a surprise claim denial or extra unexpected out of pocket expense due to services from a non-DDP, it would be useful to proactively engage the impacted member to show why, direct them to learn more about the benefit, appeal if warranted, and find a covered lab for the future.	N	Updated
2021	Q4	TBD	E&I- myUHC - E&I members with Vision	Search	Vision	Integrate vision providers to provide members a consistent, streamlined search experience. Currently members search for vision providers on UHCVision site supported by Wonderbox.	Strategic	
2021	Q4	TBD	E&I myUHC - E&I members	Care & Cost	UHOne Facets	UHOne Facets represents individuals who have purchased medical and ancillary services in the individual market. These are consumers who have had to "shop" for their insurance services and are more likely to "shop" for care. UHOne has recently launched a new member portal called Engage Member, this portal is supported by third party vendor Cognizant.	Strategic	
2021	**TBD**	**TBD**	E&I - myUHC - E&I members	Search	Dental Provider Search (Guest)	Add Dental guest search capability for all LOBs	Strategic	Updated
2022	TBD	TBD	E&I myUHC - E&I members	Care & Cost	myHCE Decommission	Decommission myHCE and migrate all E&I population to Rally Find Care & Costs	Strategic	

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2021	Q3	07/19/21	E&I Mobile App - E&I members	Mobile	Optum Store link on Plan Balance Page	Adding a link to Optum Stoe on the Plan Balance Page	Strategic	New
2021	Q3	07/19/21	E&I Mobile App - E&I members	Mobile	Navigation Updates Phase 1: App timeout modal	Will implement app timeout modal for users to alert them when their session is about to expire.	Strategic	
2021	**Q3**	**07/19/21**	E&I Mobile App - E&I Members	Mobile Claims	Online Financial Claim Submission	Allow members to submit financial claims from a mobile device. (FSA, HRA, Dependent Care FSA)	Strategic	
2021	Q3	07/19/21	E&I Mobile App - E&I Members	Mobile	Moving Location Picker	The current experience for granting location access is coupled into the login flow, which alarms first-time users upon visiting the app. This work will remove the location picker from login flow, and add location picker to the following: Find Care, Rx (Pharmacy) Search, Renew Gym Search (M&R only), and Saved Provider	Strategic	
2021	**Q3**	**07/19/21**	E&I Mobile App - E&I Members	Mobile	Biometrics / Login Improvements Phase 1: Login measurement errors & error copy updates	Error messages that currently display to users are not very clear and not applicable to error cause, which can result in additional confusion from the user. This work is intended to reduce user confusion, and update error copy message to match error reason.	Strategic	
2021	**Q3**	**TBD**	E&I Mobile App - E&I Members	Mobile	Biometrics / Login Improvements: 2 Factor Authentication	Will implement HSID Webview login for 2 factor authentication on the app.	Strategic	
2021	**Q3**	**TBD**	E&I Mobile App - E&I members with Chat	Mobile	Chat Alert	Will work to reduce abandoned chats by implementing an alert sound when chats come through on the app.	Strategic	
2021	Q3	TBD	E&I Mobile App - E&I members	Mobile	In-App Feedback Enhancements	iPerceptions enhancements on the Mobile app.	Strategic	
2021	Q4	TBD	E&I - myUHC - E&I members with Optum Rx	Mobile Rx	Home Delivery Management (Mobile)	1) Payment updates, shipping address updates, etc. 2) Hassle-Free Fill management, Mail Service Member Select Management, etc.	Strategic	
2021	Q4	TBD	E&I Mobile App - E&I Members	Mobile Claims	Rally Pay - ACH Payments	In addition to HSA, users can link a bank account via ACH to pay for claims.	Strategic	
2021	Q4	TBD	E&I Mobile App - E&I members	Mobile	Push Notifications MVP	Framework and tools for setting up notifications, data connections, and ability for the app to leverage push. Each notification use case may require additional work effort (i.e. is data available to trigger the push?).	Strategic	
2021	TBD	TBD	E&I Mobile App - E&I Members	Mobile	Mobile App Redesign	App redesign to improve navigation and update branding. Will roll out in phases and be implemented for all LOBs.	Strategic	

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2021	Q3	06/24/21	USP	Benefits	Documents for PEO (Professional Employer Organizations) members	Retrieve plan documents (SBC and Handbooks) using parent group ID for members belonging to a PEO group. If not delivered, PEO members will not be able to access their plan documents. Ex: Prestige, Abel, ADP. *Implemented: 06/24/2021*	Strategic	
2021	Q3	07/29/21	USP	Benefits	Parity for Benefit Search (B360 solution)	Implement the Benefit Search capabilities powered by B360, dependency on data availability If not delivered, members will not be able to leverage the enhanced search features available via B360	Strategic	
2021	Q3	08/12/21	USP	Search	Tactical Directory Solution PDP Workaround	Implement a tactical solution until PDP solution is in place: build crosswalks for Tiered plans (Cirrus quality tier id to NDB Rules package key), and Provider IDs (Cirrus LTK to NDB MPIN) If not delivered, USP members leveraging the UHC wide networks (ex: Charter, Navigate) would not be able to view Tier 1 indicator (when applicable) and will not be able to view/update their PCP	Strategic	
2021	Q3	09/02/21	USP	Care & Cost	Cost Transparency	Implement Cost Estimation tool. If not delivered, members will not be able to determine the cost of seeking services at a provider and will not be able to determine their copay/OOP expense.	Strategic	
2021	Q3	09/16/21	USP	Search	Tiered Benefits R3	Display Hospital Tiering and Cross accumulations Members will be able to tell the preferred lab and avoid seeking services at a lab with higher cost	Strategic	
2021	Q3	TBD	USP	Migration	Add UHC Fully Insured on USP (PRIME)	Enable correct myuhc experience for PRIME members on USP: Access to the NDB-based medical directory, display correct plan documents and claim forms	Strategic	
2021	Q4	TBD	USP	Activate	Enable Activate	This initiative covers the roll-out of the full Activate experience for USP (formerly Polaris) membership. It includes Web and Mobile changes. Enable full Activate experience for USP members. This should include personalized on-boarding video. After this initiative is released, USP members should be included in future Activate enhancements.	Strategic	
2021	Q4	TBD	USP	Search	PCP Enhancements	Backend mapping change to identify members with PCP requirement. If not delivered, Open Access members with PCP requirement will not get the PCP prompts	Strategic	
2021	Q4	TBD	USP	Search	Risk Enablement	Sort capitated providers to the top of the PCP and Specialist search results for delegated members If not delivered, delegated members may end up choosing a different PCP or Specialist for their services and may not leverage the capitated providers, resulting in higher cost of care	Strategic	
2021	Q4	TBD	USP	VPC	Navigate Now (VPC)	Digital changes needed for virtual primary care initiative If not delivered, USP members will not be able to leverage the digital capabilities for virtual primary care initiative	Strategic	
2021	Q4	TBD	USP	Search	Tiered Benefits R2 (PLN)	Display PLN indicator (blue test tube) for preferred labs If not delivered, members will not identify preferred labs & may seek services at a lab with higher cost	Strategic	
2021	Q4	TBD	USP	DDP	DDP (Enterprise program)	Display Designated Diagnostic Providers in the search results and account for the cost share in the Cost Estimator, dependent on the Cost Estimation rollout. USP members will be able to leverage the cost benefit associated with utilizing the DDP.	Strategic	
2021	Q4	TBD	USP	Claims	Referral Visits	Add indicators and prompts based on claim data from Cirrus, similar to what was done for UNET members If not delivered, USP will not be able to receive the indicators & prompts related to denied & OON claims	Strategic	