



# Southwest Medical is part of Optum Collaborative Care

- An information and technology-enabled health service platform
- Our goal: help make the health care system work better for everyone
- Preserving the independent practice of medicine while aligning to quality providers
- Backed by the resources of Optum and UnitedHealth Group
- Work with all payers — 36 health insurers under contract



Clark and  
Nye Counties,  
Nevada



Texas /  
Florida



L.A. &  
Orange County,  
California



L.A. &  
Orange County,  
California



Phoenix,  
Arizona



Orange County,  
California



Kansas,  
Arizona,  
Tennessee



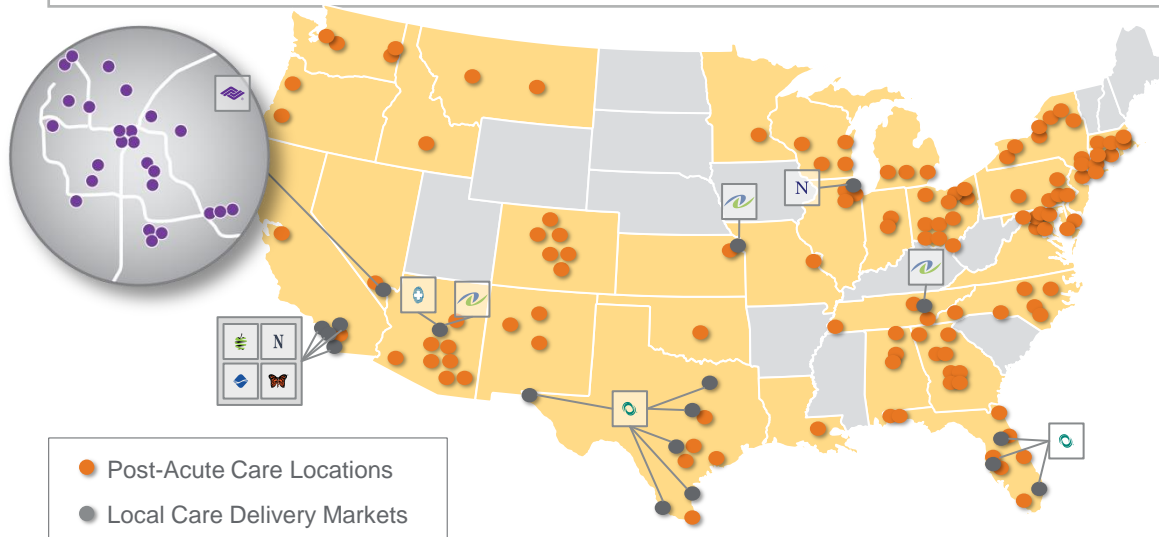
So. California,  
Illinois



Various  
Post-Acute  
Markets



Various  
Post-Acute  
Markets



Profile	2013
States	32
Local Care Delivery Markets	18
Membership Under Management	1M
Employees	
• MDs/NPs/PAs/RNs	~1,800
• Total employees	~7,300
Employed/Contracted Primary Care	~5,000
Total Physicians	~17,000
Primary/Urgent Care Clinics	90
Number of Contracted Payers	38

# About Southwest Medical

## Southwest Medical is a large, multi-specialty group comprised of:

- 9 Medical Centers | 5 Urgent Care and 3 Convenient Care Clinics | 2 Senior Lifestyle Centers

Started in 1972 as a cardiology practice by Anthony Marlon, MD

Health Plan of Nevada started in conjunction with SMA in 1984

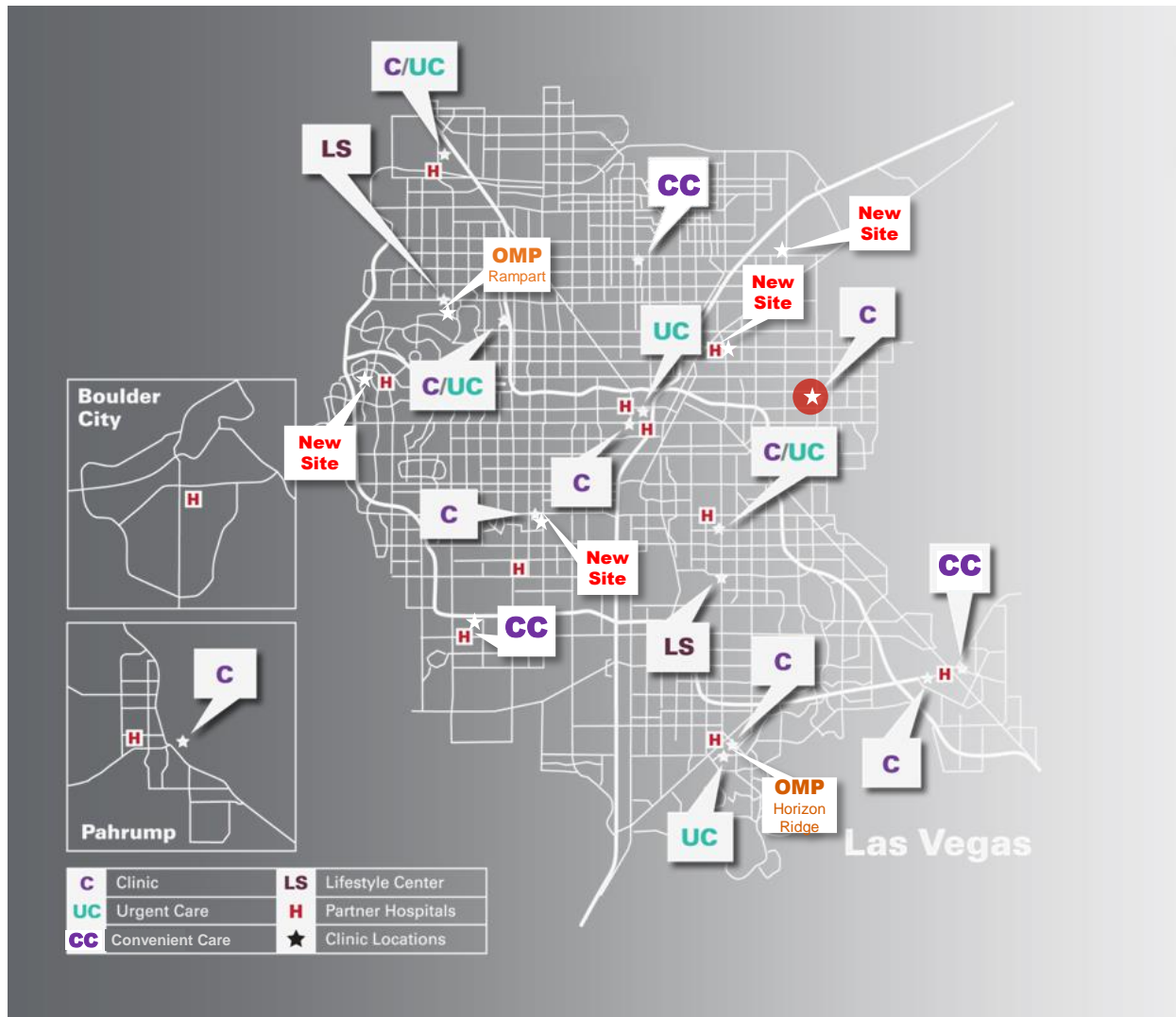
Acquired by UnitedHealth Group in February 2008

Now the largest asset in Southern Nevada

- Over 250 providers with 60% primary care (IM/FP, Peds, Ob/Gyn)
- Nine medical and two surgical sub-specialties
- Adult and pediatric hospitalist groups
- Urgent care clinics/23-hour stay facility
- Ambulatory surgery center
- Digital radiology
- Point-of-care lab testing
- Early-wrap IPA infrastructure
- 93% of our physicians are board certified
- 12.5% lower health care cost for patients accessing primary care at Southwest Medical compared to peer groups
- 84.8% generic RX utilization rate
- 93% generic RX substitution rate
- 10.3% better than peers on standard quality measurements



# Southwest Medical Options of Care



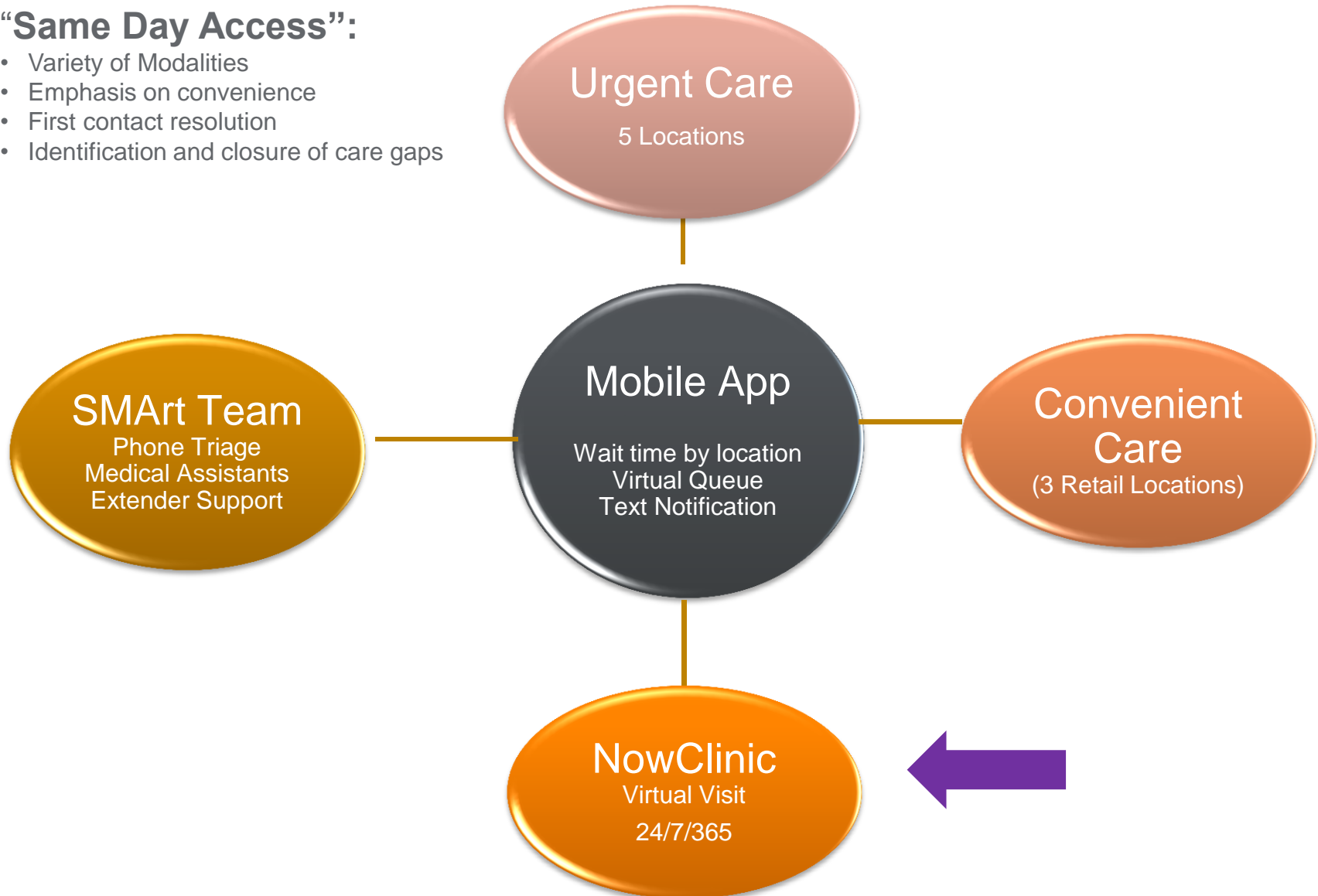
  
**Southwest Medical**  
 ASSOCIATES



# SMA “On Demand” Service Model

## “Same Day Access”:

- Variety of Modalities
- Emphasis on convenience
- First contact resolution
- Identification and closure of care gaps



# What is NowClinic?

*An Online Conversation with a Medical Provider via Webcam (Standard and HD Video), Secure Chat, Phone and Mobile Devices*

**“The health care provider will see you now”**

It's time that technology allowed just that!

Extends traditional *health care into people's homes*

Meets patients *where they want to be met*



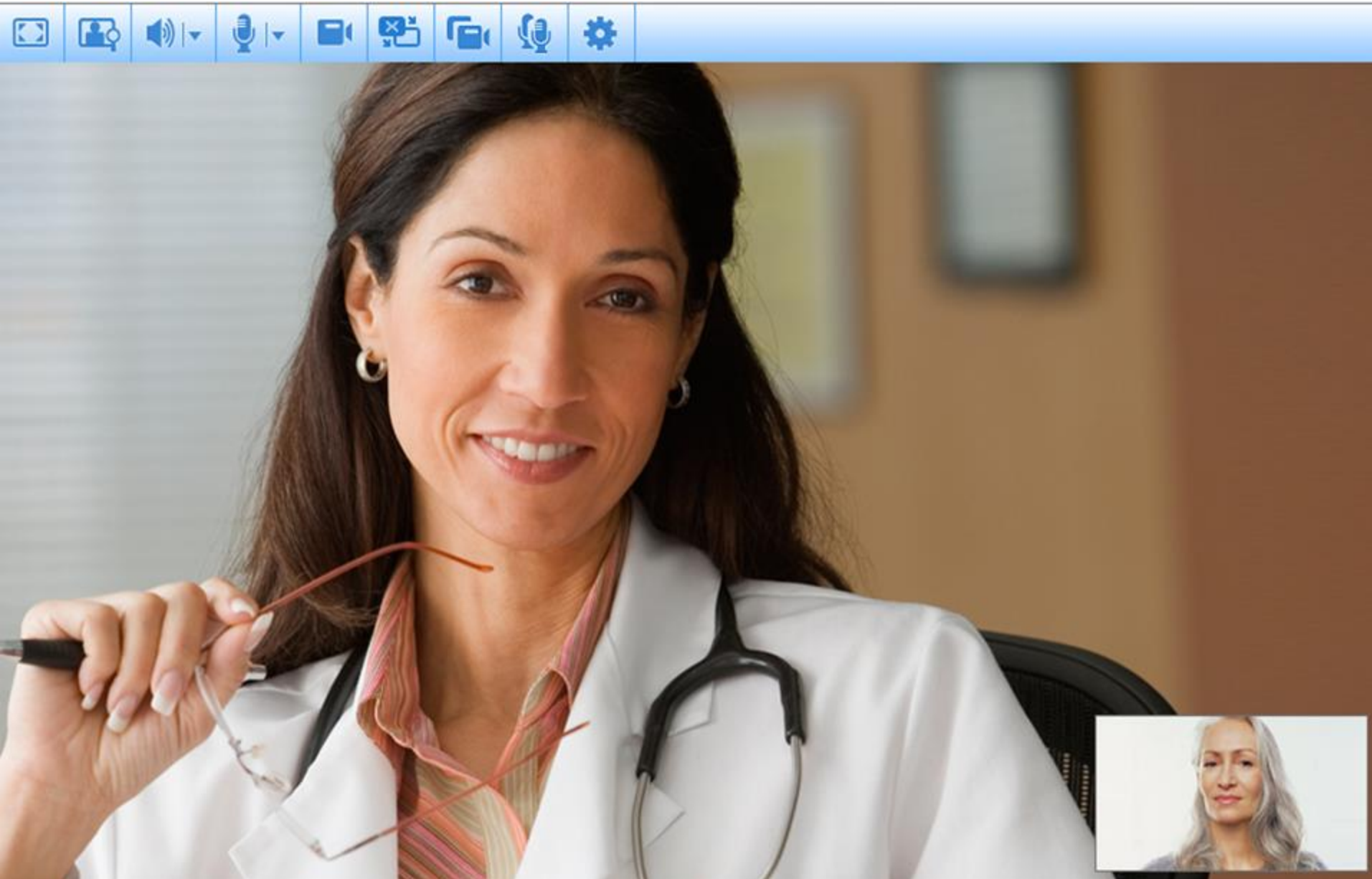
A technology for bringing *health care services online*

Live *interaction between patients, and available providers and other clinicians*



# High Definition Video

---



# NowClinic in Nevada: A collaboration between UHC NV, Optum and Southwest Medical!

---



- Available as an embedded medical benefit for 350,000+ commercially insured members of HPN and SHL effective 1/1/2014
- 24/7/365 access online via computer, phone and mobile devices with targeted response within 5-10 mins of request
- Staffed by local Southwest Medical Providers
  - MD's/DO's and Extenders (APRN and PA)
  - Dedicated staffing with backup
  - Medical Assistant triage and support
- Integration with EMR for comprehensive documentation
- Ability to identify and close “Gaps in Care” and provide medical follow-up and coordination of care with
- Tied into all member communication touchpoints, e.g. nurse advice line, @yourservice, member benefit plan materials (e.g. newsletters)



# What Do People Use NowClinic For?

## NowClinic is appropriate for a wide range of low acuity medical conditions:

- Anytime you can't see your PCP
- For consults on what type of specialist you should see or for a second opinion
- For direction and support on preventive care and/or age- and gender-appropriate screenings
- Follow-up appointments (review lab results, answer questions, etc.)



## NowClinic may be able to help with:

- |                      |                                |                               |                 |
|----------------------|--------------------------------|-------------------------------|-----------------|
| • Allergies          | • Eye Infections/Sty/Pink Eye  | • Lab or medication follow-up | • Sore throat   |
| • Asthma             | • Fever and chills             | • Medication renewal/refill   | • Viral illness |
| • Bladder infections | • Flu/Flu-like symptoms        | • Nausea                      |                 |
| • Bronchitis         | • General advice               | • Rash                        |                 |
| • Coughs/colds       | • High blood pressure          | • Shingles                    |                 |
| • Diabetes support   | • Insect or spider bites       | • Sinus infection             |                 |
| • Diarrhea           | • Insomnia/difficulty sleeping | • Skin infection              |                 |

# NowClinic Utilization to Date (as of 4/7/2014)

---

- Soft launch 10/1/2013
- Go Live 1/1/2014
- 7953 Enrollments *Trending at 100+ per day post Direct Mail drop of 3/24!*
  - Average 56/day
- 1,085 completed conversations *Trending at 100+ per day post Direct Mail drop of 3/24!*
  - Average 9/day
  - Highest daily volume 24!
  - Alternatives avoided
    - ER 3%
    - Urgent Care 60%
    - PCP 22%
    - Retail Clinic 5%
    - Done Nothing 10%

Average Speed to Answer (ASA): 5:25  
Average Handle Time (AHT): 8:11



**Thank you!**