

Link API Marketplace

Case Study

OptumRx leverages the Link API Gateway to integrate with several renowned third party EMRs and ePrescribing companies.

Saving time

- **19%** decrease in cost for physicians due to less time spent on rework.
- **32%** decrease in cost for pharmacists due to less time spent on rework.

Saving money

- Consumers save **\$130** per script
- Clients save **\$415** per switch
- Physicians save **\$24** per PA
- Pharmacies save **\$1.78** per script

Driving change

- **20%** of scripts with alts switched
- **80%** tier 3 shifts to lower tier drugs
- **4%** higher adherence
- **>30%** of PAs begun online or avoided

What is OptumRX?

OptumRx® is a full-service prescription drug benefit manager with a broad network of retail chains, independent pharmacies, a mail service pharmacy through OptumRx home delivery, and the OptumRx specialty pharmacy.

The Benefit Inquiry API is used by the PreCheck MyScript application, a tool providers use to see patient-specific cost, coverage, drug alternatives, clinical alerts, and prior authorization information when prescribing medications in real-time in the EMR workflow. The technology uses real-time trial claims to display the same cost and coverage information that would be available at a retail pharmacy for each member.

The Challenge

In 2016 OptumRx wanted a partner who could provide, own, and manage a complete API solution to securely externalize their Benefit Inquiry functionality and enable integration with many large third party EMR and ePrescribing company customers. The solution needed to:

- Be managed, high-performance, and cost-effective
- Let OptumRx focus on their business competence and vision instead of owning and maintaining an API Gateway technology solution
- Bring the product to market quickly without a strict documentation or certification process
- Externalize the Optum Rx APIs seamlessly and quickly
- Provide a central, simple and streamlined custom onboarding process
- Monitor customer usage across several APIs

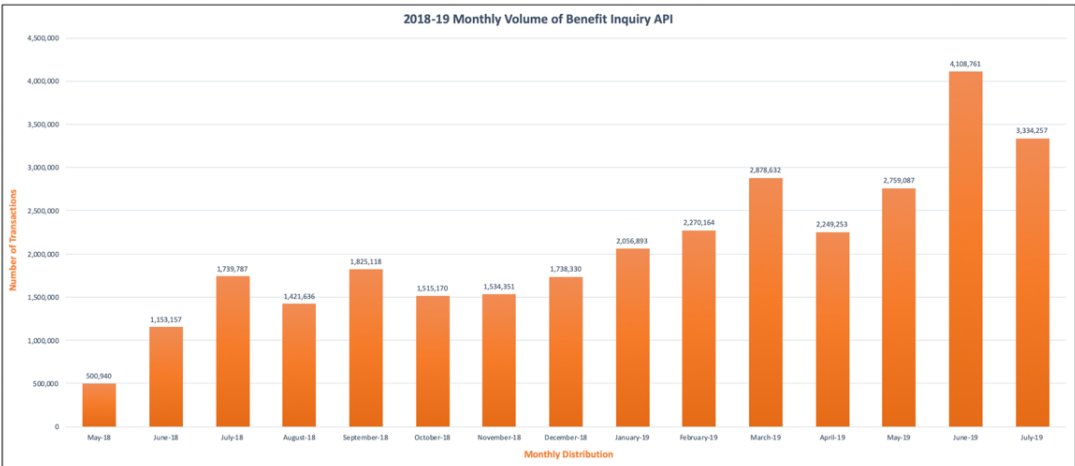
The Solution

At the same time Link was actively working on a commercial API marketplace and API gateway product, a reusable asset and enterprise standard solution for Optum and UHC. This made Link a good fit to partner with OptumRx. The Link API Gateway provides the following:

- Automatically secures all APIs with OAuth 2.0 and TLS
- Strict adherence to well-established industry standards
- Supports externalizing APIs built in different technology by leveraging any library and package adhering to standards
- Self-service developer portal for publishing and consuming APIs and monitoring API usage
- Rate-limiting traffic on each published API endpoint
- Automatic load balancing traffic for multiple instances of an API on different servers
- Active monitoring of both the Gateway and endpoints published on the Gateway
- Accurate metering of all transactions, allowing API monetization
- A public marketplace for APIs, allowing consumers to discover APIs and innovate
- No certification process

The Results

OptumRx's Benefit Inquiry API went live on the Gateway in the first quarter of 2017 supporting one of its largest third party EMR customers. Transaction volumes in the last year grew from ~500K to ~4M (monthly) and continues to grow at an average rate of 19%.



The Growth

Building on the success of Benefit Inquiry API and the Link partnership, OptumRx has since published multiple APIs on the Link API Marketplace and has seen continuous growth in live traffic.

Interested in learning more?

Visit us at <https://developer.linkplatform.com>