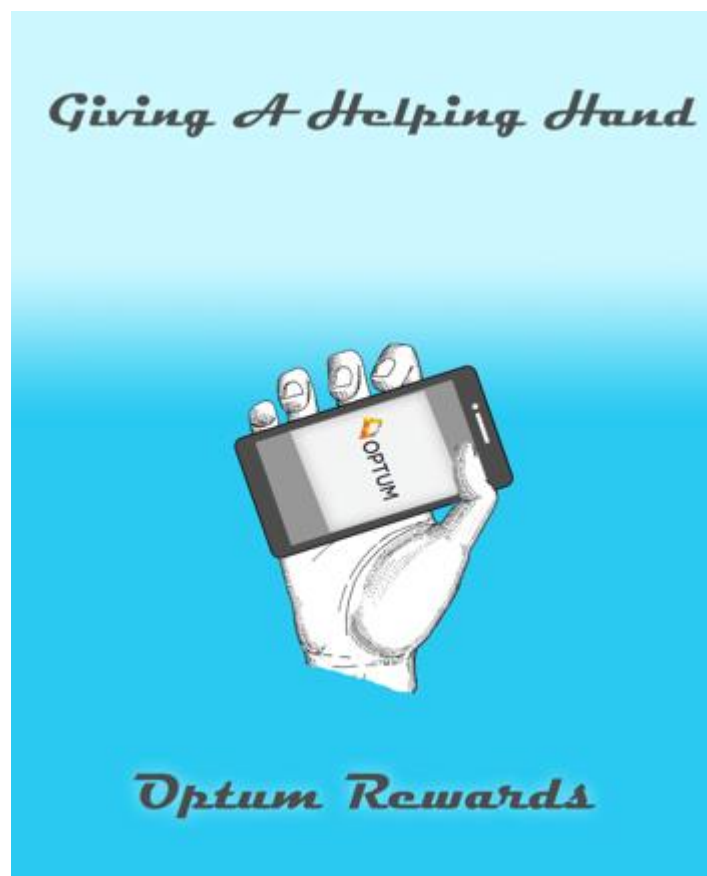


Optum Rewards

Created by: Helping Hands

It's an app on your phone or online that will give the user surveys from a variety of different health care organizations. The surveys will be short simple questions that can be answered within 5 minutes. The survey will convey how the user's experience was, such as did they experience any side effects on this drug, and how their hospital stay was. The surveys will be designed with selling the information to third parties including but not limited to drug companies, hospitals. Surveys can last one day to a week depending on the client and the type of survey. This will allow more up to date information. The surveys will be sent after the user has been to the hospital or submitted a health insurance claim. The third parties will have to provide parameters on which they want to give their survey to, that can be searched on a database.



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Executive Summary

Going to the doctors isn't always as fun as it seems. Having to take time out of your day to do something you don't want to do is never fun. Sometimes going to the doctors can be a hassle and you just don't want to go. What if we can change that? Getting rewarded for going to the doctor couldn't get much better. With our product, Optum Rewards, every time you go to the doctor you will get rewarded with gift cards.

Usually a few days after you leave the doctors office you'll get a survey in the mail or online, and they ask you to fill it out to help them know how your visit was. These surveys usually take some time and they ask for quite a bit of detail. With Optum Rewards we are changing the way hospitals, drug companies, and Optum insurers get information back from their patients.

The way it works is simple. Once the patient has been to the hospital or the health insurance claim has been filed, a simple, short questionned survey will be sent out. It can last a day or up to a week. This is going to allow hospitals, drug companies, and Optum insurers to have the most recent and up to date information about their patient's visits.

We believe that having short simple questions will help get more up to date information because it is easier to fill out multiple choice questions with the option of leaving more in depth information that will only take a couple minutes to finish, rather than having a survey that takes much more time to answer with no reward. We surveyed 25 college students around our campus and of those students, 88% of those students said they would rather take a quicker survey with rewards. Then we asked about 25 people who live in the Mankato community, and out of those people 80% said they'd prefer the quicker survey.

Our implementation plan for our product would be to build specific surveys directed for patients who went to the doctors for that reason. The more specific the surveys we make, the better the data will be. Once we make these surveys we can offer them through an app or through mail for the patients. I would be free for the patients but we would be able to sell the data for third parties.

Hospitals, drug companies, and Optum insurers will always be looking for ways to improve their services for their patients. We believe that Optum Rewards is the next big thing. Being able to give short simple questions that take a couple minutes to finish will continue to help bring in the most up to date data for everyone. We strongly believe this will help improve everyone's services.

Technology/Product Description

Have you ever wanted to let hospitals, drug companies, or insurers know how your experience with them was without having to hassle with long lengthy surveys that they will probably never look at? With the revolutionary, Optum Rewards, you will be able to let hospitals, drug companies, or insurers know exactly how your visit went with a click of a button. Not only will you let them know how amazing, or horrendous, job they are doing, but you will get rewards along with it, gift cards to your favorite places! Not only will you be getting healthier by going to the doctors, but you will get rewarded for it too!

Market Analysis

Optum Rewards intends to enter the market for providing rewards for those who help improve their local hospitals, drug companies, and insurers. Below we will discuss our analysis on our target market, why they would be interested in this product, and our competitors.

Our target market is anyone who is one of Optum's patients. Having this available for all of Optum will help get the most feed back on their experiences, and will help improve Optum's, hospitals, or drug companies services. We asked 100 college students if they would prefer taking a brief survey and earn rewards with it or if they would take surveys that have lengthy questions and require long answers. We found that 84% of students said that they would rather take a survey that was faster and one that they got rewards from. We also asked 100 people around the Mankato community and found that 93% of people said they would rather take a faster survey that took them the minimal amount of time.

With Optum Rewards you are getting a two in one benefit. You are able to help improve others services by taking a couple minutes out of your day for a quick little survey, and getting rewarded for the input you gave. The reason why our target market is so interested in this is because of that. When they give information out how their visit was, hospitals, drug companies, and Optum are able take that information and make adjustments if necessary.

No other insurer is currently using this product, or a product like this. Most insures are just rewarding their patients for living a healthier life. The closest competitor to Optum Rewards is Google Rewards. Google does about the same thing; they use your location to send you quick little surveys and rewards you for filling them out.

Financial Projections

Optum Rewards is a free app for all of Optum's patients. Once surveys are answered it will go through a database that will look for certain words Optum is searching for. Optum is then able to see all of their data they collect through the surveys to third parties, such as hospitals and drug companies, that their patients use. Since our data will help improve third parties services we will be able to sell it our data for around 5-20 dollars per user.