Optum

Stratethon
Season 4

E-Track Case:
Value-Based Care in Healthcare - Improving
the overall customer experience with UHG

Value in health care is the measured improvement in a person's health outcomes for the cost of achieving that improvement.

The goal of value-based care transformation is to enable the healthcare system to create more value for patients. Because value is created only when a person's health outcomes improve.

To improve the experience of the healthcare ecosystem if we can effectively do Population Identification, Stratification, and Intervention for those who are on the threshold of becoming high-risk patients then it would greatly help the entire ecosystem. To keep patients "out of the red," healthcare providers are increasingly required to perform a statistical analysis of their populations to identify how actively each patient needs to be managed.

Create a value-based care model using a consumer health journey to make this an experience-driven model using one of the below use cases:

- Pricing transparency and bring affordability in cost of care for long-term care patients (Chronic care diseases)
- Reducing hospitalization (and re-hospitalization) risk through the early intervention program

Effective use of consumer feedback and use of the Outcome-based model (NPS Model) to measure the effectiveness of the solution.

KPIs to be taken into account (if available and applicable)
Readmission rate, patient-reported outcomes, and patient experience or engagement.

Possible Solution:

AI/ML/IoT driven solution which will help drive Value-based care in the health journey of a consumer.
**Dataset: CSV File Data Dictionary · synthetichealth/synthea Wiki (github.com)

**Bring your own data as well if that suits the business case

Evaluation Criteria:

Design and ideation -
1. Does this solution have business value?
2. Simplicity of design
3. Is it realistic e.g., can it go beyond POC in terms of feasibility?
4. Presentation

Technical -
1. Code Quality
2. Completeness at least to the level of MVP (Minimum Viable Product) with a demo
3. Code base (GitHub)
4. The engine used for orchestration (Tech/Platform etc)