OPTUM™

Physician EMR

With health reform and federal stimulus funding, implementing an electronic medical record (EMR) system is a step most physicians will be taking soon. However, not all EMR solutions are created equally—and not all will help you achieve the meaningful use requirements needed to receive reimbursement payments through the 2009 American Recovery and Reinvestment Act (ARRA).

Meet meaningful use requirements with ease

Optum™ Physician EMR is a fully integrated, CCHIT®-certified, cloud-based EMR solution that is guaranteed to help physicians meet meaningful use requirements. Physicians can access electronic medical records seamlessly from any location through a secure and centralized gateway. With Optum Physician EMR, you can depend on:

- **Time:** quick and easy implementation and online training means you have more time to focus on patient care
- **Simplicity:** a cloud-based solution that does not require hardware, it's easy to use and easy to connect—so it's easier for you to get paid
- **Value:** a feature-rich solution available for predictable subscription pricing with minimum commitment and always current content

Cloud-computing technology

Optum Physician EMR is built with cloud-computing technology so you get instant updates, reliable connectivity, and access to complete global content—all for a lower total cost of ownership. With Optum Physician EMR, you simply pay a low monthly subscription fee: no more hassles with architecture management, software, IT fees, or obsolete technology. From any Internet-connected computer, physicians can access a secure web interface that is connected to a network of labs, pharmacists, specialists, and hospitals.

Easy to implement and use

Optum Physician EMR is easy to implement, install, and use and provides a secure alternative to traditional, client-based EMR systems. With Physician EMR, authorized users can log in to their EMR and practice management systems (PMS) via a secure web browser using a PC or laptop. Once logged in, they can access patient records and review medications, patient

Interest-free financing, no out-of-pocket costs

Optum Physican EMR is guaranteed to meet meaningful use requirements. We believe so strongly in Optum Physician EMR's value to physicians that we'll waive EMR subscription fees until physicians meet meaningful use requirements and qualify for ARRA reimbursements.

The American Medical Association (AMA) has selected Optum Physican EMR as the first electronic medical record system offered through its new online health information solutions platform for physicians.

OPTUMInsight™

history, recent orders, and test results through the system, which fuses clinical, billing, and administrative workflows together and integrates them with Optum coding and compliance solutions. Once a physician initiates the process, Physician EMR generates electronic prescriptions and sends them to the appropriate pharmacy. This simplicity strengthens the patient-physician experience, improves quality of care, and reduces costs.

Low cost, high functionality

Optum Physician EMR is available with a low upfront investment and an affordable monthly subscription that allows you to pay as you go. Migrating to an EMR solution is easier than you think; with our modular implementation options, you only pay for what you use. What's more, all interfaces are built and maintained by Optum, so you can be paperless on the first day of implementation. Physician EMR provides an almost immediate return on investment: Optum hosts the software and a central library of interfaces so you'll have instant access to the updates you need.

Expert technology

Optum Physician EMR offers seamless integration with Optum Practice Management, a sophisticated practice management system that automates time-consuming administrative tasks to maximize accuracy and efficiency. It is also integrated with Optum Patient Portal, an online patient portal that unites patients and providers with a secure, online, health care tracking web application that streamlines information sharing and integrates directly with a patient's electronic medical record.

Optum Provider Portal

Optum Provider Portal is a secure, web-based provider portal that allows you to build a network of referring providers through a national database. Using the portal, providers can invite other providers who share the same patients, regardless of what billing system they are using. The referral network's secure messaging provides safe transmission of electronic medical records and clinical data. Providers can also send a Continuity of Care Document (CCD) that may be viewed or exported for use in an external EMR system.

Patient education

Optum has recently partnered with Krames, a leading provider of patient education and consumer health resources. Krames' content makes complex medical issues easy to understand so that patients and their families can make informed decisions regarding their care. This comprehensive database of patient-friendly education is integrated directly into Optum Physician EMR so that physicians using it now have point-of-care access to more than 4,700 titles available in multiple languages; 3,100 HealthSheets spanning 38 specialty areas; and 1,400 concise, after care instructions.

New features

We're continually investing in our EMR solution to help you meet meaningful use requirements. Now, Optum Physician EMR offers:

- **E&M Evaluator** The new E&M Evaluator application helps identify the most appropriate evaluation and management (E&M) CPT® code to use when charging for office visits and consultations. A physician can document a patient's history, exam, and medical decision and then send the note for evaluation and assistance in selecting the appropriate CPT® code. There are three methods to determine the appropriate CPT® code: chart-based, time-based, or manual depending upon preference.

- **Continuity of Care Documentation (CCD)** Standardizing how providers share patient data with one another is essential to improve care coordination. Optum Physician EMR's CCD helps providers exchange key clinical information and provide a summary of care record for each transition of care and referral.

- **Enhanced patient privacy and confidentiality** Optum Physician EMR protects the privacy and security of patient's personal health information (PHI) through its emergency "break the glass" technology available for all patient medical records. Through our VIP flagging feature, practices have the ability to safeguard patient confidentiality by protecting data in medical records of very important or high profile patients.

- **Clinical decision support** Based on national guidelines, Optum Physician EMR has implemented quality measures. Physician EMR will automatically alert physicians of a test or exam required as part of the quality measure pertaining to their practice, and patients will automatically be placed in the appropriate registry based on certain criteria; for example, ensuring that diabetic patients have an annual HgAlc.

- **Enhanced prescription functionality** Recently, Optum Physician EMR was awarded the highest level of Surescripts® certification available, underscoring our commitment to provide a safe, compliant, and efficient electronic prescription solution. In addition, the new Dosing Calculator in the prescription application enables physicians to view dosage recommendations for medications that are based on weight and age.

OPTUM™ **www.optum.com**

Advanced technology to meet meaningful use requirements.

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