

Business intelligence

Tap into real-time workflow and data transparency

Supporting an effective communications and engagement strategy requires accurate and timely data. Optum delivers a real-time view into your communications workflow, along with a wide range of reports and data. Easy access to this information helps you manage your workflow efficiently, efficiently. It also helps you be prepared for audits and associated regulatory requirements.



Real-time monitoring

From data submission through delivery, you'll know exactly where your communications are in the workflow. This helps you make sure communications arrive on time and on target. Easily track file and document status, digital and print delivery information and many more details.



Custom reporting views

Use our portal to see exact details of specific files and documents. This also provides powerful audit support, allowing your team to quickly identify needed data points for regulatory and SLA compliance.



In-depth digital reporting

Digital communications offer an additional layer of available information to help you track the effectiveness of digital outreach. This reporting includes email open rates, click rates within emails, bounce/undeliverable data and unsubscribes. This can help you evaluate member engagement levels, as well as identify members who may need help updating contact information.



Multiple access options

Easily access reports and data through the Optum portal, API connection and ad hoc delivery.

Helping you monitor your communications closely with:

- Real-time workflow monitoring
- Customizable reports
- In-depth digital reporting and statistics
- Access to reports and data through our portal, API and ad hoc delivery
- Easily available data to support audit and regulatory requirements

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