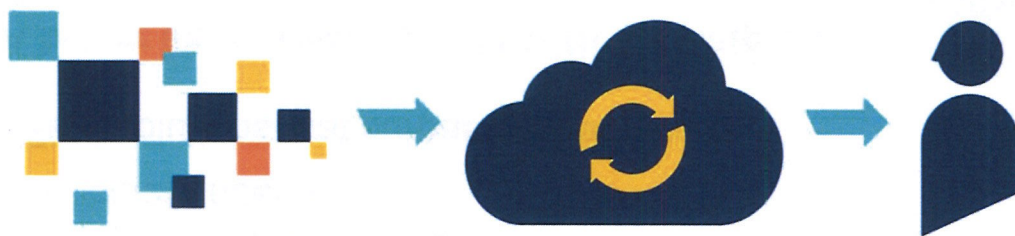


Advocate4Me provides proactive, highly personalized support



Designed for better outcomes and lower costs, this service connects members with Advocates who help them get answers quickly and make more informed decisions.

Going above and beyond customer service

Included in every health plan, Advocate4Me provides whole-person, proactive guidance across a broad range of health care needs such as:

- ✓ Emotional health
- ✓ Clinical and complex care support
- ✓ Financial and benefits claims



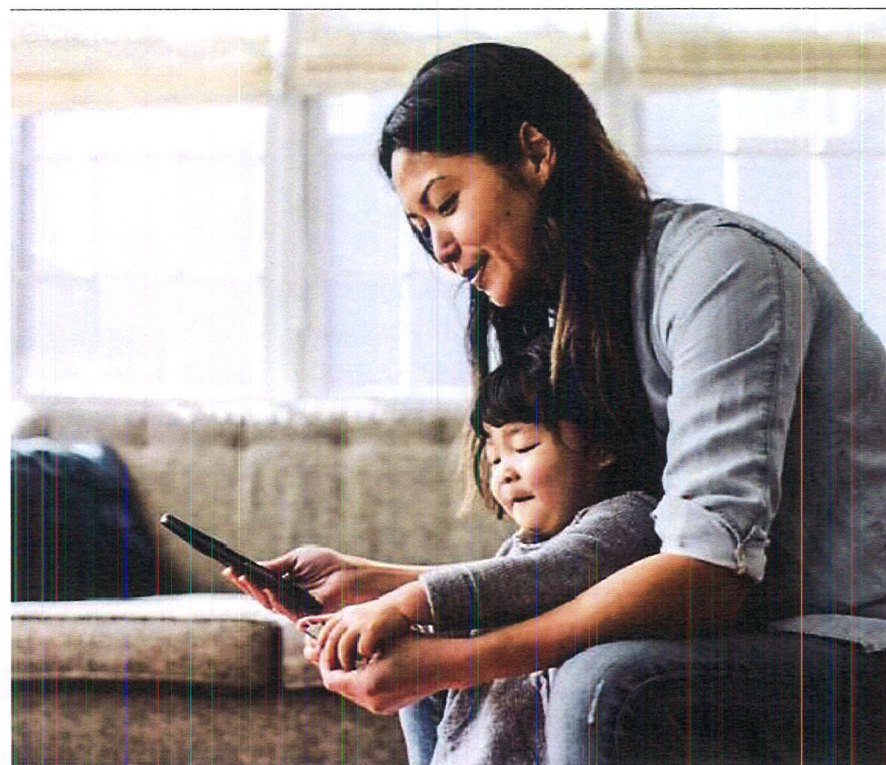
Elevating support to a new level

When members reach out for support, Advocates:

- Listen empathetically
- Draw on data-driven insights to anticipate needs
- Find solutions that surpass expectations

A better experience is built with the help of:

- Predictive personalization
- Support from an interdisciplinary team
- Intelligent, proactive call routing



Supporting the whole person, 1 individual at a time



Meet Deb, an Advocate

- 10+ years at UnitedHealthcare
- 96% satisfaction rating¹
- Volunteers with children who have learning disabilities

“I always lead with compassion — because on the other end is a real person who has health needs. I put myself in their shoes. Then I take steps toward a solution.”

“Deb provided the information I needed and was extremely helpful — even suggesting services I didn’t know about.”



Ronald’s experience

- UnitedHealthcare member from Georgia
- Diagnosed with a chronic condition

¹ UnitedHealthcare Advocate4Me performance reporting, 2020. Results not guaranteed. This is real member and Advocate information; the member photo is representative.



Caring advice results in better costs and experiences



15M+

members are supported
by Advocate4Me¹



91%

overall member
satisfaction¹



\$72M

saved by members
and plan sponsors in 2021¹



39%

of clinical program
enrollees are referred
by Advocates¹

¹ UnitedHealthcare Advocate4Me performance reporting, 2021. Results not guaranteed.



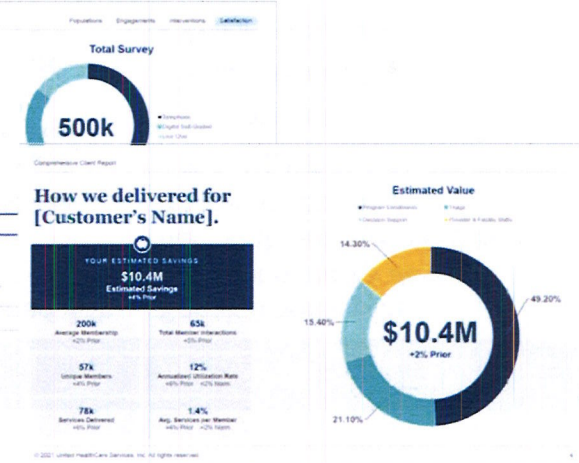
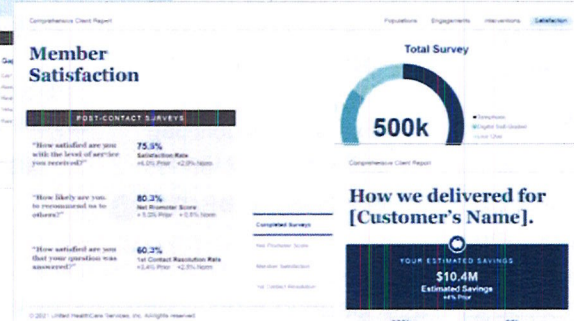
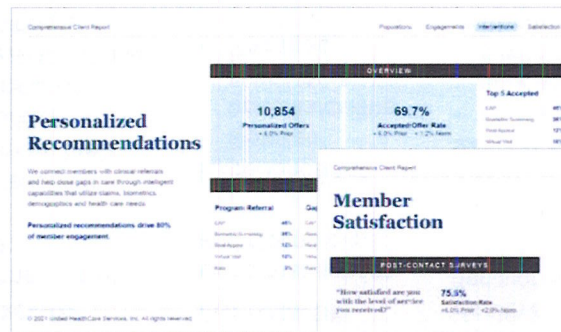
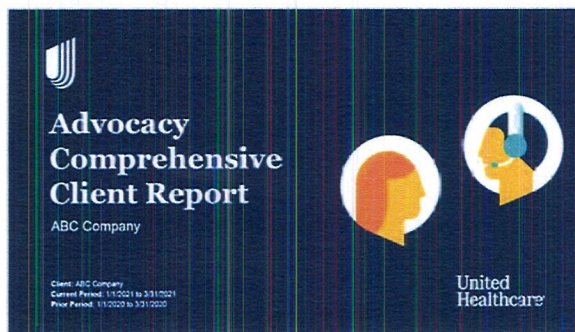
Advocate4Me

Members	Advocates			Specialists
<p>Member reaches out and predictive personalization helps Advocate better understand their personal and family history for greater insight into reason for contact.</p> <p>Available platforms:</p> <ul style="list-style-type: none">• Phone• Text• Email• myuhc.com®• Mobile app• Click to chat	<p>Member routed to Advocate whose expertise is best aligned with member's need.</p> <div><div>B Benefit Advocate Customer service expert</div><div>H Health Advocate Customer service and claims expert</div><div>N Nurse Advocate Health education and decision support expert</div></div> <p>Licensed nurse (RN)</p> <p>Experienced at:</p> <ul style="list-style-type: none">• Member tools• Provider verification• Preventive care reminders• Pharmacy <p>Experienced at:</p> <ul style="list-style-type: none">• Detailed benefits/claims support• Pharmacy <p>Experienced at:</p> <ul style="list-style-type: none">• Health or other clinical education• Decision support• Pharmacy details	<p>Speak directly with member or serve as a behind-the-scenes resource for the Advocate.</p> <ul style="list-style-type: none">• Behavioral• Pharmacists• Pharmacy claims• Program nurses• Special needs and more		
National pool of Advocates leads to calls being answered faster				



Advocacy reporting

Demonstrating the value of Advocacy through reporting that highlights member interaction, satisfaction and opportunity.



Comprehensive Client Advocacy Report (quarterly/annually)*

Summary of all telephonic and digital member interactions along with reason for interaction and associated value.

Additional reporting options include:

- Advocate4Me scorecard
- Advocacy 1-pager (available Q1 2022)

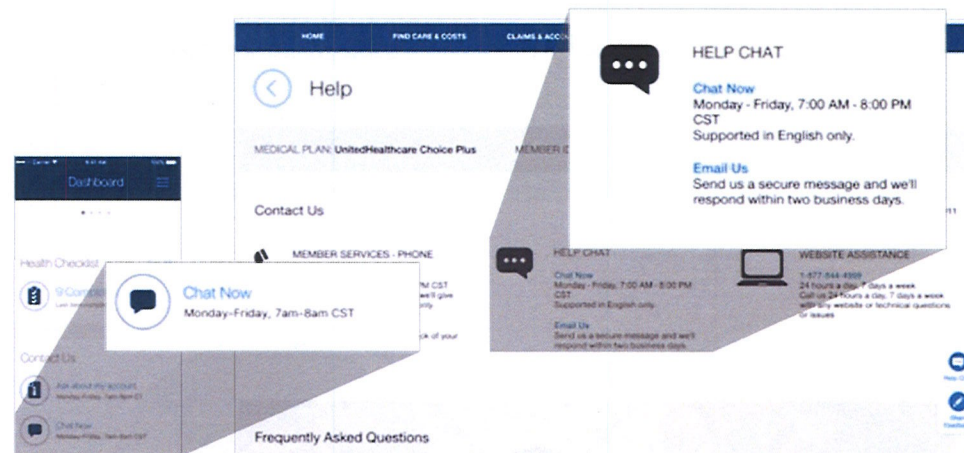
* Available Q3 2022.



Multichannel engagement

Participant identification, natural language routing, and robust data and insights seamlessly connect members to skilled Advocates via their preferred communication channel.

- Phone
- App
- Email
- Text
- **myuhc.com**



"Click to chat" on **myuhc.com** and the UnitedHealthcare® app makes it easy to connect with an Advocate

 **11.5M**
calls completed

 **850k**
chats completed

 **87%**
chat satisfaction

Source: UnitedHealthcare book-of-business reporting, 2020.



© 2022 United HealthCare Services, Inc. All Rights Reserved.

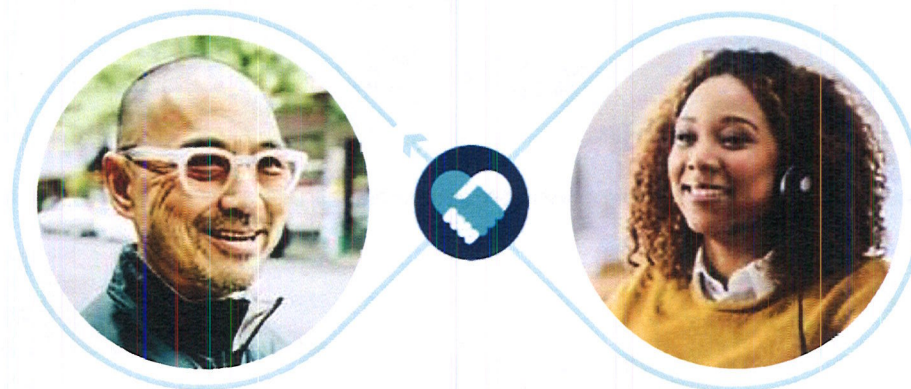
Addressing social barriers to help improve health

Life factors affecting members can be just as important in determining their health as medical-specific issues. That's why Advocate4Me looks at the whole person, including **social determinants of health (SDoH)** such as:

- Access to food
- Transportation
- Housing
- Financial stability

Advocates work to:

- Proactively identify member needs
- Refer members to helpful resources



Connecting members to:

- ✓ Community services
- ✓ Cost-saving programs
- ✓ Local support groups
- ✓ Veteran-specific support



Help for Spanish-speaking employees

Our phone system allows callers to hear options in Spanish. The calls are then answered by a Spanish-speaking Advocate out of a domestic call center.

By having access to Advocates who are certified in the language they speak, members are better able to understand their benefits, which can help them stay on top of their health.



**Interpreter services available
for over 240 languages through
LanguageLine Solutions**



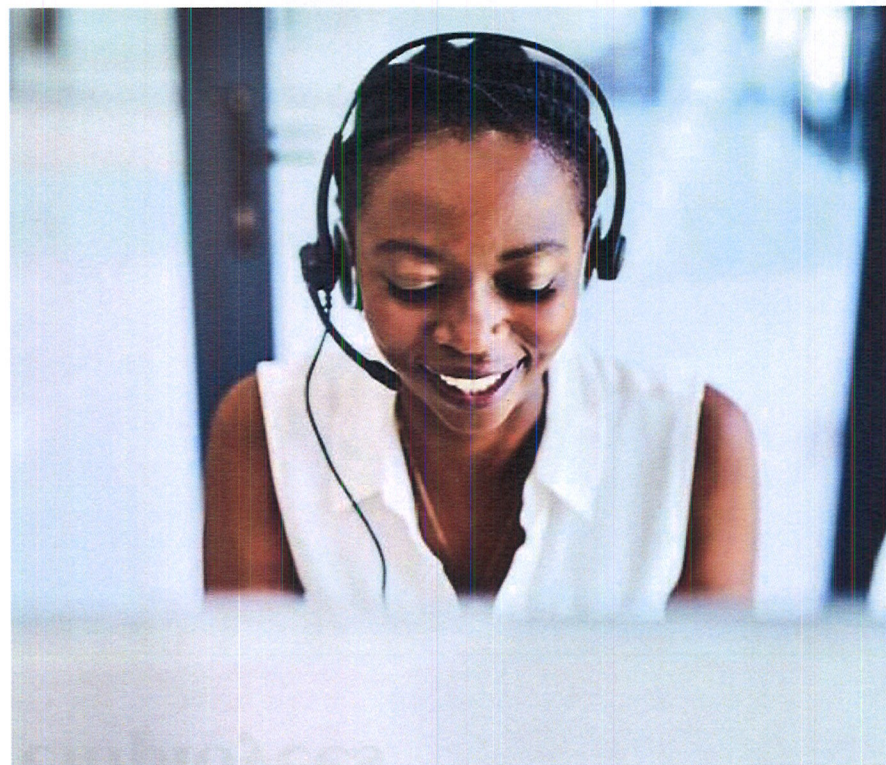
Ensuring compassionate, satisfying interactions

**Rigorous screening process,
comprehensive training and rewards**

- Selection
- Compensation and career path
- Support

**Advocates qualify for bonuses or rewards
by achieving high performance across
3 categories:**

- Satisfaction
- Issue resolution
- Referral opportunities



Transition of Care

Members grouped into 2 segments:

1. Minimal current care

- Choose a new PCP and transfer health records

2. Some appointments and prescriptions

- Same as above, plus
 - Work with PCP to transfer Rx & get filled
 - Answer questions and provide guidance

3. In care for acute/chronic conditions, multiple prescriptions

- Same as above, plus
 - Work with Advocate during enrollment to walk through every step of transition
 - Complete a Transition of Care form with Advocate
 - Receive guidance with scheduling appointments, accessing condition specific information, and clinical support

