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A BBN AMERICAS **CASE STUDY**

Optum



Case Study

Optum: provider marketing

Challenge

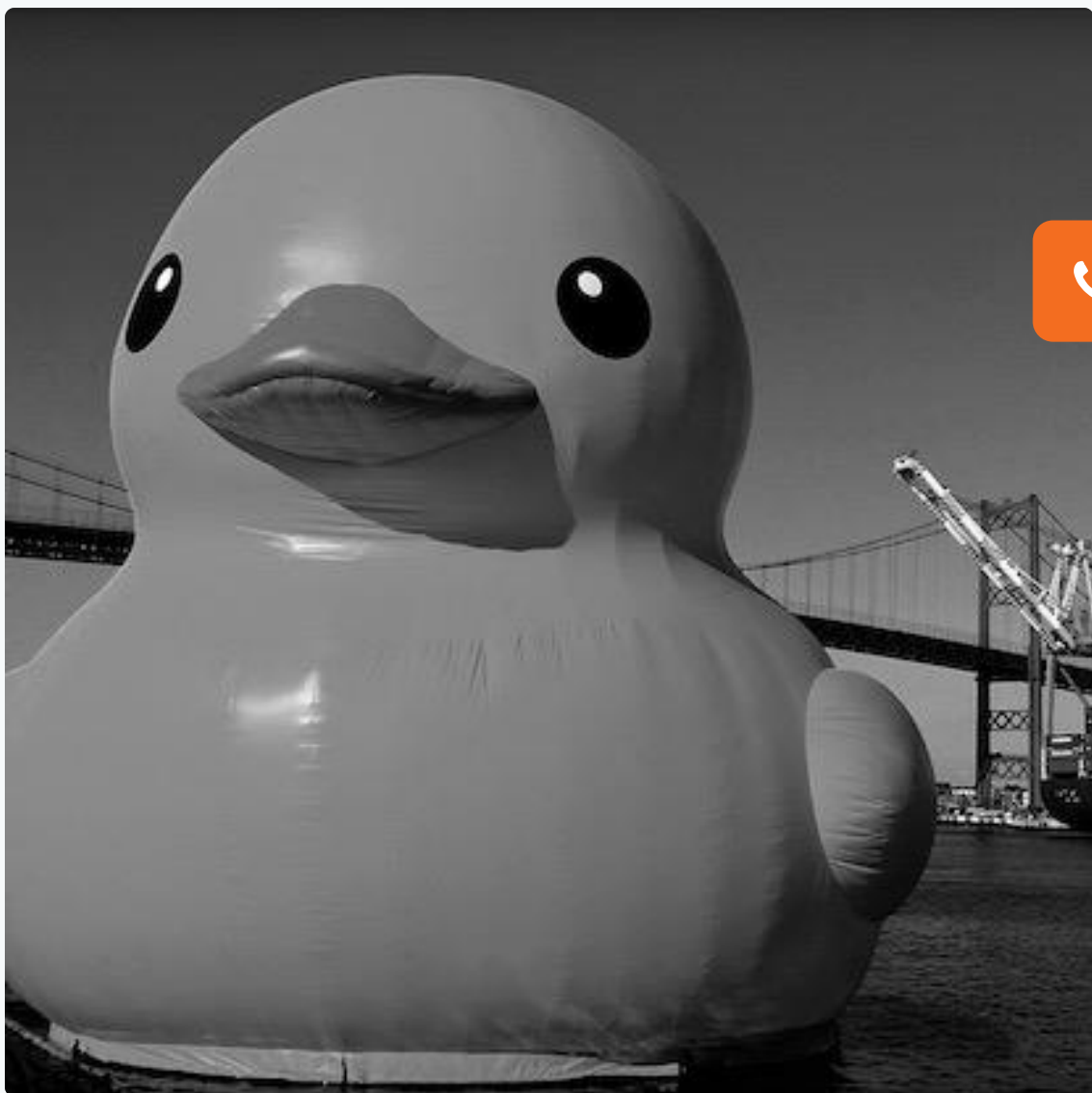
- Optum, a part of UnitedHealth Group, is a pharmacy benefit manager and care services group operating across 150 countries in North America, South America, Europe, Asia Pacific and the Middle East.
- Celeritas, a BBN agency, was asked by Optum to support provider marketing efforts targeted at sales reps to drive outcomes for improved coordinated pharmacy care and increased quality and consistency of care for AARP patients.

Solution

- Celeritas helped develop a strategy for provider engagement leveraging data and analytics offerings within the Optum portfolio of solutions. The agency led design & development of a customized interactive sales platform with the following capabilities:
 - Targeted scenario-based information delivery to reps across multiple stages of the conversation life-cycle
 - Built-in training module to drive higher compliance with Optum processes
 - Integration with Closed Loop Marketing (CLM) platform to allow tracking of sales rep activity and performance;

Results

- Platform rolled out to 300+ sales reps within the Optum Specialty Pharmacy network;
- Increase in sales rep engagement time with providers of > 20%



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Intrigued?

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Thank you