

United Health Group (UHG) Uniprise / Voice Portal Program

Program Goal

This program was initiated to provide United Health Group enterprise-wide a CRM infrastructure and a voice portal to front end the call centers and foster self-service utilization for both providers and members.

AIT's Role

- Through the coordination of UHG resources from different business units, AIT was able to integrate two health care systems (UNET and COSMOS) for member and provider information in the voice portals (VETTS / Unified App). This integration resulted in first year annualized cost savings of \$29 million.
- By implementing an enterprise-wide interactive voice response application for UHG's nine call centers, AIT achieved \$3.5 million in first year savings and enabled over 3 million calls per month from members and providers to be handled.
- From inception, AIT was involved in the development of a business broker/profitability model, not just a cost avoidance model for the UHG Voice Portal Program – Unified Voice Portal (UVP). AIT's efforts contributed to the transformation of the voice portal project from a Uniprise project to an UHG enterprise program that allowed Uniprise to realize gains in excess of \$0.03 per stock share.

Program Specific Business Improvements

- Business broker profitability model
- Operational / cost reductions
- Self-service level improvements
- Business process improvements (Program Engagement Model)
- Improvements in speed to market for multiple customers with different branding requirements
- CRM technology leveraged as a means of achieving business profitability