



## A partnership to improve care, impact business

**One administrator shares how UnitedHealthcare and the Optum care model help meet her facility's strategic goals**

Optum partners with health plans like UnitedHealthcare to deliver clinical care and specialized health care benefits to residents of long-term skilled nursing facilities. They do so by adding an advanced practice clinician (APC), either a nurse practitioner or physician assistant (often supported by a registered nurse), in facilities to directly support patients, improve quality of care and, ultimately, help to reduce hospitalizations and ED visits, improve ratings and deliver shared savings.

### Delivering more than peace of mind

At the heart of the Optum care model are the APCs who work on site at partnering facilities coordinating care for residents with their entire care team. APCs build relationships with the patients and families they see on a regular basis, and clinical support is available to residents and staff 24 hours a day, 7 days a week. Lorie Scroggs, administrator at Westbury Conyers, a skilled nursing home in Conyers, Georgia, sees firsthand the impact the APCs make on patients and, just as importantly, families.

"When we get patients that evolve into long-term care, many of these families are worried and anxious about the care they will receive — often because of inaccurate assumptions they have about nursing homes," she says. "When these families enroll in the UnitedHealthcare Nursing Home Plan, it really increases their comfort and trust level and makes it easier for us to do our job."



### Westbury Conyers

- Opened in 1968
- Short- and long-term care facility with 173 beds
- 5-star Medicare rating
- Average census: 160
- Part of Westbury Medical Care and Rehab, a family-owned and proudly operated organization that delivers skilled nursing and rehabilitation care to patients across three different facilities around the greater Atlanta metropolitan area.

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**" I can't imagine running a building without the Optum product. "**

– Lorie Scroggs, administrator at Westbury Conyers

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## Partnering to improve care, improve business

The two Optum nurse practitioners who work at Westbury Conyers have become part of the team. They are on hand to help with the patients whenever there is an issue and if something comes up at the facility.

### Advanced care clinicians often help with:

- Diagnosing and treating minor illnesses
- Managing treatment plans
- Coordinating care plans with primary care physicians
- Wound care
- Insight to help shape quality assurance plans

That expertise and hands-on care are delivering real results to Westbury and other partnering facilities around the country. Many facilities enjoy benefits that improve the quality of care of their patients and impact their bottom line, including:

- Lower re-hospitalization rates
- Improved quality assurance practices
- Higher Medicare and state ratings
- Managed operational costs
- Reimbursed flu shots for participating patients

## An easy partnership

It's not only the residents and families that benefit from the partnership with Optum. "It really does make it easier for us to do our jobs," Ms. Scroggs says. "We love that it doesn't cost us anything and the APC is included with the patient's health plan."

Partnering facilities work closely with an Optum team to help manage and evaluate the plan. The Optum team also handles compliant outreach to residents to educate them about the plan and helps Westbury take advantage of all the plan offers to the facility and its residents.

"One of the things our UnitedHealthcare members love is the product catalog," Ms. Scroggs says. "It's like Christmas to them. Residents enrolled in the UnitedHealthcare Nursing Home Plan are provided a certain allowance and able to select medical supplies they want or need. It helps improve their care and comfort level and helps keep our operational costs down."

### The Optum advantage

The Optum care model has empowered the staff at Westbury Conyers to deliver high-quality care to patients, while improving the organization's bottom line. "Since partnering with Optum 20 years ago, our facility has had a marked decrease in re-hospitalizations, an increase in reimbursements, deficiency-free ratings from the Georgia Department of Community Health and maintained a 5-star Medicare rating." says Lorie Scroggs, administrator at the facility.

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**Learn more about how Optum can improve the care in your facility and help you meet your strategic business goals.**

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