



Changing demographics make it more important than ever to get a true picture of your provider network's adequacy and accessibility. The population is aging. Growing more diverse. Shifting geographically. Your network needs to respond to these trends in order to supply and recruit the right doctors in the right areas—and win new business along the way.

Easier said than done, right? How do you generate that true picture? How do you identify the holes, and once you do, where do you find the right doctors as the physician pool shrinks? The more clearly you understand your network's composition and needs, the more you'll be able to set it apart from the competition.

### **The industry standard**

More than 17 years ago, Optum™ GeoAccess® GeoNetworks® became the industry standard in helping health plans analyze and portray their provider network composition and accessibility. By combining an easy-to-use Windows interface with sophisticated analytical capabilities, GeoNetworks produces presentation-quality maps, graphs, and tabular reports that are widely recognized as the industry's best for analyzing and communicating network accessibility.

In addition to frequent data updates, this desktop software tool from OptumInsight™ continues to evolve. Among the many recent enhancements are new reporting options, new features on existing reports, new time-saving shortcuts, and new ways of counting providers.

GeoNetworks can give you the insight you need to strengthen your market position:

- Discern how your provider network compares to your competitors' networks
- Recognize whether you are losing employer groups or not winning prospective clients because of your network composition
- Represent your provider network's composition and accessibility with confidence
- Analyze employee access to providers and determine exactly which providers you need to recruit

---

**Gain the clarity you need to analyze and represent your provider network's accessibility—quickly, comprehensively, and accurately.**

---

The size and accessibility of provider networks continues to be a differentiating commodity by which business is lost or won. GeoNetworks enables you to effectively analyze, manage, position, market, and sell your provider network.

---

## Enhance your network's visibility

- Respond to requests for proposal (RFP) quickly, confidently, and competitively
- Design effective networks that include the right clinicians in the right areas
- Compare and select networks
- Identify and address network gaps
- Market networks to employers
- Define service areas
- Communicate provider accessibility to employers

## The access standard

Developed by health care consultants specifically for the managed care industry, GeoNetworks is more than a network accessibility tool with mapping features. It is a powerful software tool that effectively and efficiently determines provider network accessibility. With GeoNetworks' flexible access standards, ready-to-use page templates, customizable maps, and numerous report options, you can make more informed decisions and provide a higher level of health services.

## Accurate geocoding

When your address data is limited to five-digit ZIP codes, GeoNetworks is there to assist as well. The built-in representative geocoding functionality assigns each employee and/or provider a location based on population distribution within a ZIP code and surrounding area—a definite improvement over more simplistic forms of placement.

## Customizable reports

Customized GeoNetworks reports allow you to support a variety of departments within your organization. Predefined report pages include everything you need to meet specific project requirements. From title page to basic access analysis reports to sophisticated search reports and thematic maps, GeoNetworks creates those requested by most consulting firms and employers.

## Powerful mapping

GeoNetworks includes high-resolution ZIP code, county, and state boundary files and city points as well as interstate, U.S., and state highways. Additionally, the product integrates seamlessly with GeoAccess' street-level data product. Whether your network covers a single city or the entire nation, GeoNetworks produces maps that can be defined and viewed for any part of the United States on a state, county, ZIP code, census tract, block group, or street level.

## Flexible data input and output

With unmatched flexibility and agility, GeoNetworks supports many popular PC data management packages, and can easily import multiple file formats. You can browse or edit data files using GeoNetworks' built-in data management tool, or call on your favorite database management system (DBMS) software from within the program.

## Distance calculations

GeoNetworks automatically calculates the distance between providers and members or employees, giving you the ability to perform the analysis based on estimated driving time or distance and straight-line distance.

---

Provider networks are all unique, and using GeoNetworks can assist you in demonstrating the strengths of your provider network.

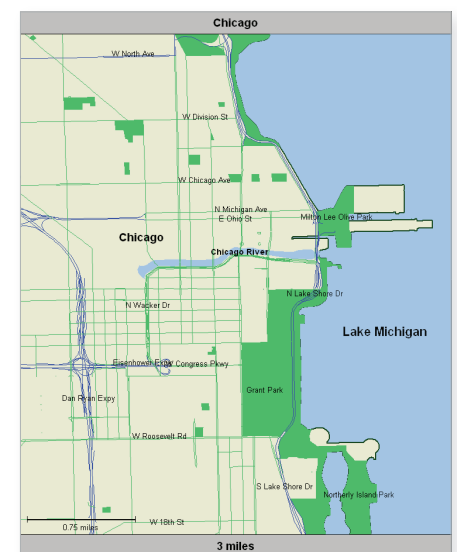
---

---

The GeoAccess software is the total solution for understanding, leveraging, and communicating the power of your provider network.

---

## Geographic overview at street level



## Accessibility Matrix by ZIP Code

### Summary of Overall Accessibility

Employee Group		All Employees					
Provider Group	Access Standard	Access Points	Number of employees	Number with Access	Percent with Access	Number without Access	Percent without Access
Adult Medicine Physicians	A	146	2245	2049	91	196	9
OB/GYN Physicians	A	67	2245	1502	67	743	33
Pediatric Physicians	A	79	2245	1942	87	303	13
Acute Care Hospitals	A	6	2245	54	2	2191	98

### Detail of Overall Accessibility

All Employees												
Adult Medicine Physicians												
Location	Class	Total Employees	Access Points	Access Std	With Access				Without Access			
					Number	Pct	Average Distance		Number	Pct	Average Distance	
							1	2			1	2
	48303 R	5	0	A	5	100	12.3	13.7	0	0	0.0	0.0
	48304 R	3	0	A	3	100	23.4	23.7	0	0	0.0	0.0
	48307 R	13	0	A	13	100	14.3	15.8	0	0	0.0	0.0
	48311 S	4	0	A	4	100	3.3	4.9	0	0	0.0	0.0
	48312 S	9	0	A	9	100	5.0	6.2	0	0	0.0	0.0
	48319 S	3	0	A	1	33	8.2	9.3	2	67	9.0	10.8
	48320 S	6	0	A	6	100	2.3	2.6	0	0	0.0	0.0

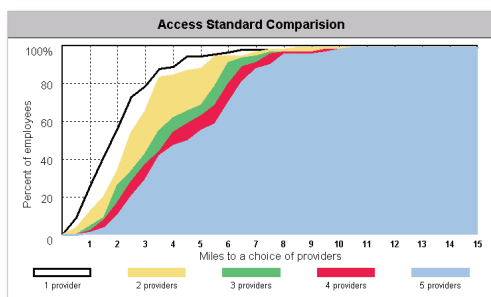
## Network Adequacy

Michigan Beneficiaries									
County	County Class...	Specialty Description	Total number of benefi...	Total number of providers	Minimum provi...	Pass/Fail Count	Pass/Fail Access	Pass/Fail Outcome	
ALLEGAN - MI	MICRO	Primary Care	12	100	3	PASS	PASS	PASS	
		Allergy and Immunology		16	1	PASS	PASS	PASS	
		Cardiology		13	1	PASS	PASS	PASS	
		Acute Inpatient Hospital		0	1	FAIL	FAIL	FAIL	
BARRY - MI	METRO	Primary Care	8	3	3	PASS	FAIL	FAIL	
		Allergy and Immunology		4	1	PASS	FAIL	FAIL	
		Cardiology		5	1	PASS	PASS	PASS	
		Acute Inpatient Hospital		0	1	FAIL	FAIL	FAIL	
BERRIEN - MI	METRO	Primary Care	22	7	7	PASS	PASS	PASS	
		Allergy and Immunology		1	1	PASS	PASS	PASS	
		Cardiology		1	2	FAIL	PASS	FAIL	
		Acute Inpatient Hospital		0	1	FAIL	FAIL	FAIL	
BRANCH - MI	MICRO	Primary Care	23	3	2	PASS	FAIL	FAIL	
		Allergy and Immunology		2	1	PASS	PASS	PASS	
		Cardiology		0	1	FAIL	FAIL	FAIL	

## Accessibility Summary

Accessibility analysis specifications	
Provider group:	Adult Medicine Physicians 755 providers at 517 locations (based on 757 records)
Employee group:	All Employees in Service Area 89 employees
Access standard:	2 providers within 8 miles
Employees with desired access:	87 (97.8%)

Average distance to a choice of providers for employees with desired access					
Number of providers	1	2	3	4	5
Miles	1.9	2.6	3.6	4.0	4.5



## Sample report pages

### Accessibility summary

- Access standards and summarized results
- Average distances to providers
- Access results for key geographic areas

### Graphical access standard comparison

- Access percentages per standard levels

### Access detail

- State
- City
- County
- ZIP code
- Specialty

### Listings

- Employees
- Providers

### Mapping

- Employee locations
- Provider locations
- Radius
- Thematic

Maximize your team's output with our superior on-site and virtual training programs.

## Too much work, not enough staff?

We'll do the work for you. OptumInsight experts can be hired on as a stop-gap solution or serve as a long-term strategy to produce detailed network accessibility analyses within days. Eliminate the need to hire more staff or expend more resources.

## Strengthen your RFPs

GeoNetworks' GeoCoder, Streets, and Data Cleaner companion modules allow you to further differentiate your network from those of your competitors by adding precision to accessibility analysis and reporting.

### Pinpoint access

The GeoCoder module offers more precise provider maps, distance calculations, and accessibility reporting by drawing from providers' exact address locations. While GeoNetworks assigns a representative code based on the ZIP code, GeoCoder draws from actual addresses to create a more detailed, precise picture of distance and accessibility.

### Enhance map detail

Streets provides even more detail by adding specific geographic landmarks, such as airports, universities, parks, lakes, and large ponds to GeoNetworks mapping reports.

### Increase accuracy

Data Cleaner can help improve the accuracy in your RFP reporting, as well as support many other data cleaning projects, including mailing lists and directories. This tool can remove duplicate records, parse fields, standardize addresses, and convert geographic data to be compatible with all GeoAccess products.

## Sharpen your network's visibility

GeoNetworks has been the market leader in network accessibility analysis not only because of its track record but because of its versatility and its clarity.

Maps, charts, and tabular reports enable you to present a detailed view of your network to prospective employers. In addition, they can be customized to meet the analytical needs of your organization without having to spend time sifting through inapplicable information. And, with regular updates and periodic enhancements to geographic data, you can proactively address new trends.

GeoNetworks gives you the clarity you need to analyze and represent your provider network's accessibility quickly, comprehensively, and accurately.

---

Our GeoAccess software products provide a true competitive edge by enabling you to tailor RFP submissions with:

- Superior mapping
  - Provider matching methodologies
  - Data standardization
  - Precise geocoding and distance calculations
  - Customizable reports
  - Unmatched data flexibility
- 

---

## Set your network apart from the competition's.

To learn more about how GeoAccess GeoNetworks can advance your objectives, please contact us at **800.765.6705** or **inform@optum.com**.



13625 Technology Drive, Eden Prairie, MN 55344

Optum and its respective marks are trademarks of Optum, Inc. All other brand or product names are trademarks or registered marks of their respective owners. Because we are continuously improving our products and services, Optum reserves the right to change specifications without prior notice. Optum is an equal opportunity employer.

11-26711 09/11 © 2011 Optum. All Rights Reserved.