

GeoAccess® GeoCoder

Provider Network Operations



When completing requests for proposal (RFP), health plans constantly need to find new ways to set themselves apart from the competition. The size and accessibility of provider networks continues to be a differentiating commodity by which business is lost or won.

As a companion module to GeoNetworks®, Optum™ GeoAccess® GeoCoder can help you get—and effectively present—a stronger, more complete view of your provider network. GeoCoder is an address-based geocoding application that assigns geographic coordinates to provider, facility, or ancillary location records. This level of detail allows you to:

- Differentiate your plan with higher-level RFP submissions
- Analyze and communicate provider accessibility to employers in better detail
- Be more strategic in your planning and network design

Differentiate your plan

Prospective customers expect RFP submissions with GeoNetworks-generated provider network information. GeoCoder allows you to exceed those expectations and stand out from the crowd. With GeoCoder, you can add precision to accessibility analysis and reporting, allowing you to convey deeper insight about your provider network.

Pinpoint access to providers

The GeoCoder module offers 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 present more detailed provider maps and distance calculations. This specificity also allows for more accurate provider counts within a geographic area.

Improve planning and network design

The better you understand providers' locations, the better you can tailor your network to prospective and existing customers' needs. GeoCoder can give you a clear, comprehensive picture of the distribution of physicians across a given geographic area, enabling you to build your network more deliberately and strategically.

**Set your provider network
apart from the competition's.**

GeoCoder enables a health plan to effectively analyze, manage, position, market, and sell its provider network.

**Sharpen your network's
visibility.**

Optum 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, and unmatched data flexibility.

Geocoding techniques

ZIP centroid	<ul style="list-style-type: none"> • Simple • Inexpensive
Random	<ul style="list-style-type: none"> • Locations no longer clustered in center
Representative*	<ul style="list-style-type: none"> • More accurately represents where people live
<small>*Pioneered by GeoAccess</small>	<ul style="list-style-type: none"> • Excellent technique to use when addresses are incomplete or inaccurate • Does not place locations in uninhabited areas • Included with all GeoAccess products
ZIP+4 centroid	<ul style="list-style-type: none"> • Most accurate technique to use when street addresses are incomplete or inaccurate • Does not place locations in uninhabited areas • Included with GeoCoder
Address-based	<ul style="list-style-type: none"> • Most precise technique available • Enables more accurate distance calculations • Included with GeoCoder • Also provided on an outsourced consulting basis by GeoAccess

Designed for comprehensive ease of use

Simplicity

GeoCoder links seamlessly with GeoNetworks and other GeoAccess products. Its easy-to-use interface enhances those products with the accuracy of address-based geocoding.

Functionality

GeoCoder is fast and efficient, allowing you to process large data files in minutes. It performs address-based geocoding whenever possible. When address data is unavailable or incomplete GeoCoder performs representative geocoding, which assigns geographic coordinates based on how the population is distributed within a ZIP code.

Versatility

GeoCoder also can assign place names such as count, CBSA, and classification, as well as county and state FIPS codes and CBSA codes. In addition, it can add census tract and block group data.

Adaptability

In addition to frequent data updates, this desktop software tool continues to evolve. With the new release of Microsoft® Excel and Access, files are easily imported and exported. In addition, geographic data is now available for the U.S. Virgin Islands for tabular reports.

Technical support

GeoCoder's annual service agreement includes periodic product enhancements and updates to geographic data. In addition, GeoAccess provides unsurpassed user support and training services—make unlimited calls to GeoCoder's toll-free user support line as part of your annual service agreement.

Technical features

- GeoCoder's batch capability systematically geocodes multiple data files in succession
- GeoCoder allows you to assign place names to your data files
- A lookup function lets you enter a single ZIP code to find its city, county, metro statistical area, state, and urban, suburban, or rural classification
- Assigns state and county FIPS codes, as well as CBSA codes
- The system can fill in a ZIP code field and geocode records that contain only a street address, city name, and state name
- Open Database Connectivity (ODBC) enables GeoCoder to geocode fields from a variety of database formats
- GeoCoder gives you full on-screen editing capabilities, allowing you to easily make changes to your source data
- ZIP+4 and ZIP+2 geocoding allows you to more accurately place locations that don't have an exact street-address match
- GeoCoder can search up to three different address fields to automatically detect and geocode the field with the best deliverable address

Present a stronger, more complete view of your provider network.

To learn more about how GeoAccess GeoCoder can help you set your network apart from the competition's, please contact us at **800.765.6705** or **inform@optum.com**.



13625 Technology Drive, Eden Prairie, MN 55344

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