OPTUM®

CLINICAL + CLAIMS DATA =
A POWERFUL COMBINATION

Population health management relies on timely, relevant, and comprehensive data. In today's health care environment, there are two sources of data: **claims data** and **clinical data**.

While both sets of data tell a story, **on their own they don't tell the whole story.**

	CLAIMS DATA	CLINICAL DATA
STRENGTHS	➕ It's the most ubiquitous form of health care data	➕ It shows a full picture of the conditions a patient has exhibited and the treatment they've received
	➕ Useful for seeing the spectrum of care received by a particular patient	➕ It's detailed and specific
	➕ It's highly structured	➕ It reflects how medicine is actually practiced
	➕ It's an excellent source for chronicling the cost of care	➕ It's timely: Clinical data can be retrieved in as little as one day
WEAKNESSES	➖ It highlights only the condition for which the provider is being paid	➖ It's not always easily accessible: Up to 80 percent of electronic medical data is stored as free text that need to be organized into structured forms
	➖ It doesn't provide results for services performed	
	➖ It's non-specific	
	➖ It's not timely: Getting data from claims can take three to six months	

When combined, claims and clinical data can reveal the entire picture and provide a more holistic view of the patient's interaction with the health care system.

Together, those data sets can improve care quality and patient satisfaction, while containing costs.

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