

Optum Rx: Profile Summary

Focus on affordability, innovation, and transparency, while also driving integration across the Optum suite of services (all Rx solutions fueled by the power of Optum)

Value prop positioning

- + **Transparency and reporting:** Innovative analytic reporting provides comprehensive cost-management reports.
- + **Comprehensive clinical engagements and specialty drug strategies:** Advancing programs that address the total cost of care while promoting medication adherence.
- + **Solutions to address affordability:** Promotes solutions to improve consumer affordability and experience (e.g., Price Edge)

Background

#3

nationally in
PBM market
share

1.6B ARx in 2024 (+5% Y/Y)

+ 23% market share

- + **62M** members
- + **220M** adjusted scripts “delivered to consumer homes annually” (2023)
- + **770** community and infusion pharmacies (Genoa)

Primary differentiators

- + **Stable base of scripts** and script growth through UnitedHealthcare connection.
 - + **Network** of owned and affiliated physicians (largest in the country).
 - + **Extensive solutions** offered through Optum (looking for cross-sell opportunities).
- Manages benefits of ~50M Americans via Commercial, Medicare, and Medicaid**
- In-clinic care, in-home care, BH, and population health**
- “Pharmacy Care, connected with the power of Optum”**

Key product positioning

- + **Core positioning** ► **Scale of UHC:** UnitedHealthcare is Optum’s biggest customer with nearly 60% of all Optum revenues (across Optum services) from UHC. Optum is focused on UHC first — as UHC grows, Optum grows.
- + **Secondary positioning** ► **Improving cost and experience:** Leaning into transparent offerings for new transparent PBM pricing models that are addressing different types of models (Cost Advantage, Cost Clarity and Clear Trend Guarantee), along with improving overall experience (Optum Rx Benefit Central).
- + **Clinical model highlights:** Optum Rx will push the rest of the Optum family by highlighting solutions and ancillary benefits that tie to other parts of its ecosystem.
- + **Weight Loss:** Weight Engage solution includes UM strategies and behavioral support (nutrition therapy via Virta and fitness focus pass)

Specialty positioning

- + **Over 200 complex conditions** supported by its specialty pharmacy.
- + **Highlights “end-to-end”** clinical and care management models, leading to better outcomes and adherence.
- + **Integrated Oncology solution** includes enhancements to Optum Specialty call center and member clinical support.
- + **Biosimilar strategy compares to Evernorth** with its formation of a “Quallent-like” branch of its company.

Optum Rx: Sell-Against Messaging

Use Case: When you have limited time and want to make a big impact, focus on these key points to counter Optum Rx's market positioning

01

Biggest customer is UnitedHealthcare

As UHC grows Optum grows—they are focused on UnitedHealthcare first.



60% of Optum's revenue comes from UHC—the highest internal versus external split amongst health service competitors.
Optum will prioritize their largest client—UHC—given its importance to their financials.

02

Optum has turned partners into enemies

OptumRx highlights Optum's vast care delivery network in their value story, emphasizing 130K physicians and clinicians that practice within different sites of care.



UHG has allegedly pressured health systems to sell its physician groups and not compete for primary care physicians.
An antitrust lawsuit filed in 2023 against UHG from CA-based Emanate Health disputed these actions.

03

Consultants have pointed out poor customer service

Based on the feedback received from consultants, Optum Rx has consistently had poor service.



According to consultants, Optum Rx has changed their account management model. **Now, there are 40 clients to 1 Account Executive, leading to limited bandwidth for those AE's.**