Joy. Delivered.
Working together for a healthy and happy baby.
A focus on quality

Clinical efficacy

Evidence-based medicine → Best care practice

Cost efficacy

$
The goal of the Optum™ Centers of Excellence network is to provide customers value by identifying physicians that meet or exceed rigorous performance standards.
Enable better patient outcomes when diagnosed and treated by medical professionals with the greatest experience and clinical expertise.
Optum supports safe, successful and cost-effective management of patients with complex medical conditions.
Regular evaluations are reviewed and revised to incorporate current quality parameters and benchmarks.
Optum is trusted by
- 80 of the top Fortune 100 companies
- 2,000 payers and intermediaries
- Nearly 60 million individuals
Centers of Excellence

Benchmark Criteria
- Live birth per fresh transfer
- Implantation rates
- Multiple rates

Future Criteria
- Live birth from frozen transfers
- eSet
- Cumulative pregnancy rates
<table>
<thead>
<tr>
<th><strong>IUI</strong></th>
<th><strong>Medical futility</strong></th>
<th><strong>eSET</strong></th>
<th><strong>Frozen embryo transfer cycles</strong></th>
<th><strong>Pharma</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Limiting to 3-4 cycles for cases of unexplained infertility or mild male factor</td>
<td>Avoid persistence in treatment when prognosis is very poor or futile</td>
<td>Consider for all cases where clinically appropriate</td>
<td>Utilize frozen embryos prior to another oocyte retrieval</td>
<td>Limit FSH to no more than 450 IU/day</td>
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<tr>
<td>Use of clomiphene in lieu of gonadotropin</td>
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<td>Limit hMG to no more than 150 IU/day in the setting of mixed protocols</td>
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</tbody>
</table>
“Cost-effective” does not necessarily mean lowest price. An intervention is considered cost effective if the benefits and harms relative to costs represents an economically efficient use of resources for patients with this condition. In the application of this criterion to an individual case, the characteristics of the individual patient shall be determinative.
Performance-based contracting

Outcome metrics

Cost efficiency
Leveling the playing field

Shared risk
“Pay for Performance”

Accountability

Case rates