

Complementary Alternative Medicine

Did you Know ...

- Slightly over one-third of Americans report using at least one aspect of Complementary Alternative Medicine (CAM) therapies¹
- Of the one-third of Americans who have used CAM therapies, 84 percent say they would use them again¹
- More than one-fourth of hospitals said they offered one or more CAM therapies, most often in response to patient demand¹
- In a study of 31,044 adults 18 and older, 58 percent of U.S. adults are using CAM for preventing and managing musculoskeletal conditions and conditions involving recurring pain²

At OptumHealth, our mission is to optimize the health and well-being of individuals and organizations through integrated, measurable, personally relevant guidance, technology and services.

An OptumHealth Physical Health Product

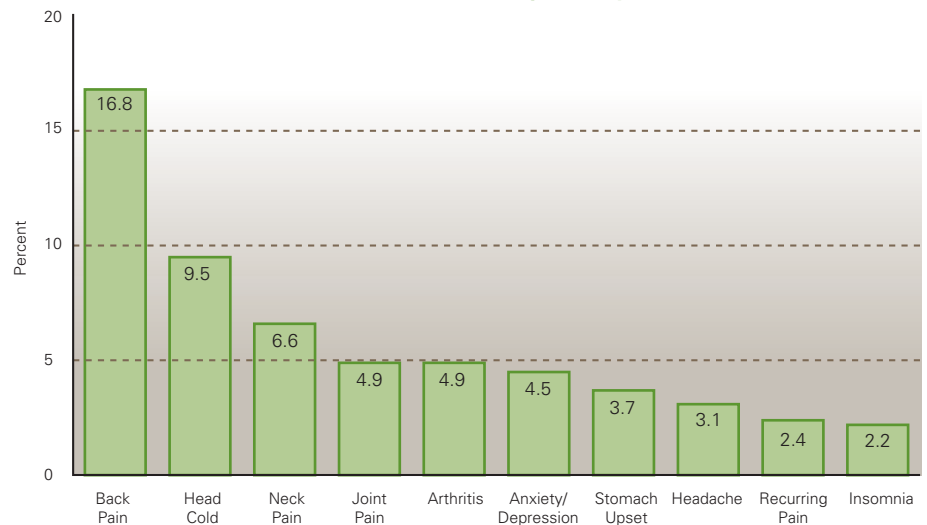
Complementary Alternative Medicine services are popular, in-demand, and an important part of the benefit package your organization can offer to attract and retain quality employees. OptumHealth has been offering high-quality CAM networks for two decades.

What is Complementary Alternative Medicine?

Complementary Alternative Medicine (CAM) seeks to relieve symptoms or treat illnesses through non-invasive and non-pharmaceutical techniques. These treatments and therapies, like naturopathy, focus on stimulating the body's ability to heal itself through nutrition, exercise and lifestyle counseling.

In an example of CAM's effectiveness, a study funded by the National Center for Complementary Alternative Medicine (NCCAM) demonstrated the ability of acupuncture to provide pain relief, improve function for people with osteoarthritis of the knee, and serve as an effective complement to standard care.³

Disease/Condition for Which CAM is Most Frequently Used*



*These figures exclude the use of megavitamin therapy and prayer.

CAM services may be the answer for organizations seeking an edge over the competition to secure quality employees. We can offer your organization a robust, wide-reaching network of practitioners who practice a variety of CAM therapies, including Acupuncture, Massage Therapy, Naturopathic Medicine, and Nutrition Counseling.

In addition, our CAM program can be offered as a direct consumer discount program or as a covered benefit in some states. With the direct consumer discount program, a consumer simply shows their current medical ID card, receives a 20 percent discount and pays the remaining balance at the time of service.

Quality Networks

OptumHealth is a respected authority in Complementary Alternative Medicine. Our CAM practitioners cover nearly 6,000 geographically diverse locations. When offered as a discounted program, an unlimited amount of visits are available.

Member Benefits

- Provides an alternative therapy choice for the growing baby boomer population
- No referrals, preauthorizations or referral forms required when offered as a discount program. Consumers simply present their current medical ID card and receive a discount at the time of service
- Quality, national network of CAM practitioners

Client Benefits

- Help attract and retain quality employees
- Recruitment of top-performing practitioners to meet your network needs
- CAM can be offered as a direct consumer discount program or as a fully insured benefit program in some states



Contact Us Today

To learn more about OptumHealth's Complementary Alternative Medicine product, contact your OptumHealth Strategic Account Executive.

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¹Larson, Laurie. "COMPLEMENTARY AND ALTERNATIVE MEDICINE - A Consumer CAMpaign." Health Forum, Inc. Sept., 2006.

²Barnes P, Powell-Griner E, McFann K, Nahin R. "Complementary and alternative medicine use among adults: United States, 2002." NCCAM, May, 2004".

³Berman BM, Lao L, Langenberg P, et al. Effectiveness of acupuncture as adjunctive therapy in osteoarthritis of the knee: a randomized, controlled trial. *Annals of Internal Medicine*. 2004;141(12):901-910

OptumHealth Care Solutions is comprised of the following UnitedHealth Group companies: ACN Group, Optum, and United Resource Networks.