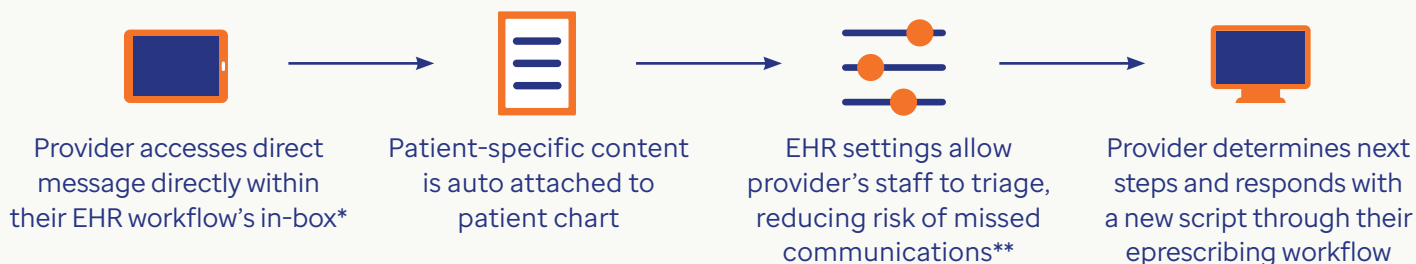# Optum

Timely and actionable provider notifications using secure direct messaging

Secure direct messaging is an encrypted digital communication that improves the provider experience by allowing timely and secure clinical messaging to be sent to providers directly within their EHR workflow.

This digital channel enhances the provider experience by reducing delays from less preferred channels — like phone and fax. It also may help drive quicker action on medication-related recommendations to ensure continuity of therapy and better patient health outcomes.

How secure direct messaging works

This digital capability allows one-way payer-to-provider notifications to be delivered directly and securely within providers' electronic health record (EHR) workflow.

Provider accesses direct message directly within their EHR workflow's in-box* → Patient-specific content is auto attached to patient chart → EHR settings allow provider's staff to triage, reducing risk of missed communications** → Provider determines next steps and responds with a new script through their eprescribing workflow

*Fail to Fax' functionality can be selected if no direct message address is available.
**Functionality isn't included in all EHRs

Optum works with an accredited health information service provider (HISP)[1] to deploy these communications through this platform. The highly secure process is used to send patient-specific clinical notices, prior authorization (PA) updates, recall alerts, formulary changes, and more.

See back panel for more details

Frequently asked questions

Is direct messaging the only digital channel Optum Rx uses for provider outreach?

Optum uses electronic prescribing (eRx) and electronic PA (ePA) as preferred digital platforms. Direct messaging is a key secondary channel that's preferred over fax or mail.

What type of communication is best for secure direct messaging?

Optum primarily uses this secure platform for patient-specific clinical notifications.[2] This channel should not be used for general information or marketing communications.

How can providers request to receive/set-up direct messages?

Providers often rely on their EHR systems IT team to assign their address. In some cases, the direct messaging function may not be available in their EHR. We encourage providers to work with their EHR/health system IT contact to enable this feature.

What are the benefits?

Convenience
Providers can access clinical communications within a single workflow – their EHR.

Better care coordination
Patient-specific notices are auto-linked to their chart on file.

Boosts efficiency
The process may allow providers' office staff to assist with communication triage. This helps reduce provider administrative tasks.

Streamlines data flow
Digital channels are providers' preferred method to receive patient notifications.

Not able to receive secure direct messages?

Contact your EHR/Health System IT contact

References

1. Adheres to HIPAA privacy and security standards. Direct messaging vendor infrastructure is highly secure, Direct Trust Accredited and is compliant with the current version of the Applicability Statement for Secure Health Transport.

2. Encrypted process digitizes communications using a highly secure environment.

Optum