Optum

Data and Analytics

Population Health Management (PHM)

Powerful analytics solution to understand populations and identify cohorts for proactive intervention.

The NHS is under pressure to meet growing demand with limited resources. To plan services effectively, healthcare teams need better insights into population needs. PHM leverages advanced analytics to provide a clear view of population health across your integrated care system (ICS). With our solution, healthcare teams can strategically design services, implement targeted interventions, and optimise resources to improve patient outcomes and maximise efficiency.

Our easy-to-use dashboards allow healthcare teams to explore linked datasets that combine lifelong health and care records for your population. With powerful data insights, teams can identify at-risk groups, analyse opportunities for targeted interventions, and allocate resources more effectively.

By segmenting data, you can design and implement proactive care pathways that address the specific needs of your communities. PHM also enables teams to evaluate the impact of interventions, demonstrating both effectiveness and cost-efficiency.

As well as tackling immediate pressures, our solution helps you plan for the future. By forecasting financial and workforce needs, you can make informed decisions to keep services sustainable and ensure the right resources are in place to meet growing demand.

Key benefits:



Manage demand and capacity to reduce wait times and improve care



Make cost-effective decisions to improve financial sustainability



Identify gaps in care to reduce health inequalities and improve access



Enable smarter workforce planning to prevent staff shortages and allocate resources effectively

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PHM Pathfinder Analytics is a Class 1 Medical Device clinical decision support software (EU MDD 93/42/EEC) (UK MDR 2025)

Email uk.info@optum.com to find out more.

www.optum.co.uk/tech-enabled-services

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