

## ENABLING TECHNOLOGY LEADERSHIP



### Best Practices Criteria for World-Class Performance



#### Technology Leverage

*Commitment to Innovation*  
*Commitment to Creativity*  
*Stage Gate Efficiency*  
*Commercialization Success*  
*Application Diversity*

#### Customer Impact

*Price/Performance Value*  
*Customer Purchase Experience*  
*Customer Ownership Experience*  
*Customer Service Experience*  
*Brand Equity*

### The company demonstrates a strong overall performance

“Optum stands out from competitors based on its commitment to innovation, creativity and ability to launch new solutions with far-reaching impact. It enables clients to configure and scale automation, distinguishing itself from competitors. Further, the company pairs its technology focus with customer-centric values, thus earning a solid reputation in the healthcare claims management market.

For its strong overall performance, Optum is recognized with Frost & Sullivan's 2023 North American Enabling Technology Leadership Award in the healthcare claims management industry.

- Ojaswi Rana, Best Practices Research Analyst

**In the half-century since its founding, Frost & Sullivan has become a widely recognized leader in the growth consulting industry - A Global Growth Partnership Company.**

### Best Practices Award Recognition

Best Practices Awards recognize companies demonstrating outstanding achievement and superior performance. The Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.