Dr. Oz, UnitedHealthcare, and Sharecare.com

Offering comprehensive health and wellness information

Since 2006, UnitedHealthcare has worked with Dr. Mehmet Oz, a leading cardiac surgeon, health expert and host of The Dr. Oz Show, to promote the UnitedHealth Premium® program and to bring health and wellness messages to UnitedHealthcare members via print, online and video media.

Now, UnitedHealthcare has teamed up with Dr. Oz and Internet entrepreneur Jeff Arnold in support of their new health and wellness website Sharecare.com. Sharecare’s goal is to simplify the search for high-quality health care information and answer the questions of health. Other partners include Dr. Oz, Johns Hopkins University, the American Heart Association®, Dr. Dean Ornish, the Cleveland Clinic and UnitedHealthcare.

UnitedHealthcare is the exclusive sponsor of the site’s health insurance category, which includes 1,000 of the top health insurance-related questions being asked by consumers on the internet today. Topics include:

- Health care reform
- How health insurance works
- How to choose a health insurance plan
- How to get and use health insurance
- Medicare
- Medicaid
- Dental and vision insurance
- Individual insurance
Getting started

You can access information on the site in several ways.

- Visit UnitedHealthcare’s profile page at http://www.sharecare.com/group/unitedhealthcare, where you’ll find a sampling of the health insurance questions our experts have answered. You can also explore related topics, ask a question, and find additional links and information. Remember to become our “friend” so you can get frequent updates on the latest health information.

- From Sharecare.com, go to the search bar at the top of the page and type a question or keyword. For example, you could type in, “What is a co-pay?” and you’ll find our answer and in some cases, answers from other experts like Dr. Oz. You can also explore related questions and topics.

Currently there are over 100,000 questions and answers within the site. New questions and answers are being added every day so if you have a question and don’t see an answer, submit it to the site using the “Feedback” link at the bottom of the page.

Share this information with your employees

To help you leverage the wealth of information available on the Sharecare site, there is a member flyer (Custom Point number 100-10206), a sample newsletter article, and an html e-mail template. Materials can be ordered through your UnitedHealthcare representative in the method that best suits the needs of your employee population.