

UnitedHealth Group

The **Charities@Work Innovation of the Year Award** is presented to an individual, team or company that has shown exceptional innovation in their work with Corporate Social Responsibility, and Employee and Philanthropic Engagement. This award recognizes creative thought and engagement in innovative programming and partnerships in the field of CSR and employee engagement.

The winner of the 2013 Innovation of Year Award is **UnitedHealth Group**.

UNITEDHEALTH GROUP®

UnitedHealth Group is a diversified health and well-being company dedicated to helping people live healthier lives and making health care work better; the company serves more than 75 million people worldwide and offers a broad spectrum of products and services through two business platforms: UnitedHealthcare, which provides health care coverage and benefits services; and Optum, which provides information and technology-enabled health services.

Innovation is more than just a buzz word at UnitedHealth Group. In their service-oriented culture, innovation is one of the five core values that guide them in living their mission of helping people live healthier lives. UnitedHealth Group's Office of Social Responsibility (OSR) strives to live their company values and represent social responsibility in all of the communities around the world where their 130,000 employees live and work.

In accordance with UnitedHealth Group's business strategy, OSR uses innovative solutions to address critical needs and engage more employees. Most recently, the Office of Social Responsibility has implemented innovations aimed at leveraging technology and demonstrating a connection between volunteering and health. Some examples include:

1. **UnitedHealth Group became one of the first major corporations to introduce an enterprise-wide launch of Sparked.com** an online microvolunteering platform which allows employees utilize their job skills to volunteer online in short bursts of available spare time, so it can be "done on the go." After their pilot program with 60 recent college hires, UHG played a key-role in helping Sparked improve and re-launch their platform for corporations. The company then rolled out the opportunity organization wide and in the first nine months of the program, 1,472 employees have completed 757 challenges and helped 292 nonprofits in 28 countries.
2. **UnitedHealth Group was one of three early-adopters of Microsoft's Impact Map technology** which combines the latest mapping technology with a rich storytelling platform. The result is a unique visual experience of UnitedHealth Group's employee volunteerism, charitable giving and United Health Foundation community involvement around the world. United worked closely with Microsoft to publish content and provide feedback. Following this six month test-project, Microsoft publically launched the project, citing UnitedHealth Group's positive experience. Currently more than 200 volunteering stories have been posted internally.
3. **UnitedHealth group partnered with VolunteerMatch to create a mobile phone app** to allow employees to find volunteer opportunities and track volunteer hours from their phone. The app should be available for use April 2013.
4. **UnitedHealth Group's Office of Social Responsibility has collaborated with Optum Institute for Sustainable Health to design and conduct a major study on the link between volunteering and health in America.** The results are expected to be available in April 2013.