

MARKETING CAREERS AT UNITEDHEALTH GROUP

I'm **Kim Olson** and I'm the Vice President of Corporate Communications.

Hi. I'm **Roger**. I'm Vice President of Consumer Physician Marketing Teams at UnitedHealthcare.

Hi. I'm **Tom McEnery**. I'm the Chief Marketing Officer of Optum Health on the Enterprise Services side of UnitedHealth Group portfolio.

I'm **Pam Stahl**. I'm National Vice President for Sales Operations and Organizational Effectiveness at UnitedHealthcare.

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Tom: I think we have more in common with consumer marketing than we may admit to ourselves. I think we have the opportunity to think more like the successful consumer marketing brands and bring those disciplines into what we're trying to do here at UnitedHealth Group.

Pam: Marketing and healthcare is different from marketing in many other industries because of the complexities that we face. As you're building your marketing strategies and plans, it's critical that you understand the needs of so many different consensuses. Everybody, everything from consumers to physicians, to hospitals, to medical specialty societies and everything from the very small mom and pop business to the largest employers in our country.

Kim: I would tell candidates that at UnitedHealth Group you're going to run into some of the smartest most compassionate people you've ever met.

Tom: Differentiation is really really important for us in this highly competitive market place and marketing really is a strategic advantage for us.

Kim: We're all very connected so you see a lot of conversations. It's a very collegial environment. There's always someone around to answer questions and there's a lot of questions in this industry.

Tom: I think the ultimate marketing opportunity for UnitedHealth Group is to get our organizations and our brands to the level of marketing maturity that you would see in leading consumer brands across the country and even across the world.

Kim: We want to communicate to our customers what our benefits are. We want to communicate to the consumer what our value is and we want to communicate to our employees why they should work here and value all of the company's assets.

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Roger: I think it's an extremely exciting opportunity for anyone to come into UnitedHealth Group right now.

Pam: When I think about UnitedHealth Group I really think it's all about the people.

Kim: It's about walking in the door and knowing that the work that you do is going to make a difference in people's lives and if you're a good marketing person and you're a creative marketing person the opportunity to be challenged like that should really turn you on.