



United Healthcare Group Selects TruIem to Present at the 2022 Global Innovation Challenge

United Healthcare Group (UHG) TruIem selects TruIem to present in the technology showcase at the 2022 Global Innovation Challenge in Minneapolis, MN.

NAPLES, Fla. – November 9th, 2022-- TruIem™, a Digital Experience Monitoring leader, announced that TruIem's President and COO, Scott Kimmelman, presented at the 18th annual UnitedHealthcare 2022 Global Innovation Challenge Event held November 8-9 in Minneapolis.

United Healthcare Group (UHG) selected TruIem to participate in the prestigious 2022 Global Innovation Challenge (GIC) as a technology showcase partner. The in-person event gathered over 100 senior leaders of the UHG companies (United Healthcare and Optum) with 75 strategic BPO and CX partner executives plus over 1,000 UHG and partner participants attending virtually.

At the event, there was a clear recognition of the challenges facing the healthcare industry specific to acquisition, training, productivity, and retention of qualified workers, which have been exacerbated by the rapid transition to a hybrid work model. Executives and leaders welcomed TruIem's unique approach to proactively measuring, analyzing, scoring, and augmenting each worker's unique workforce IT experience with valuable business context. This business context (i.e., Agent, Supervisor, Client, Business Unit, Location, etc.) enables both business and IT operations teams to better understand issues impacting individual agents, groups of agents, and common factors across global workforces to improve, simplify and advocate to improve worker experience.

About TRUIEM™

TruIem (<https://truIem.com>) is a Digital Experience Monitoring company providing customers with visibility into the critical services supporting hybrid workplaces and affecting their workers' experience and the end users they interface with. The TruExperience™ platform focuses on determining the performance and availability of various applications including voice, video, data, and critical services to determine the quality of those interactions. TruIem's customers can anticipate and view real-time digital experiences and gauge their resources' effectiveness. As a result, the company's enterprise and governmental clients can then take corrective action to mitigate substandard conditions and optimize their business outcomes in line with expectations and priorities.

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