My Practice Profile Application on Link

You can now use the My Practice Profile app on Link to view and update* the care provider demographic data that UnitedHealthcare members see for your practice. And we can process the changes you request through the app faster than by any other means.

It's easy to get started. Just sign in to UnitedHealthcareOnline.com using your Optum ID, then select the My Practice Profile app on Link to review the care provider and practice information UnitedHealthcare has for your practice, including:

- Office addresses, hours and locations
- Phone, fax and website information
- Ages and genders served
- Languages spoken
- Contacts
- Whether you are accepting new patients
- Date of birth
- Degree
- Specialties
- National provider identifier (NPI)
- Hospital/group affiliations
- Licenses
- Medical School
- Contracted plans

My Practice Profile is currently only available to individual care providers and practices. We are working to make it available to hospitals and other facilities in the future.

If you have updates to the care provider or practice data displayed in My Practice Profile, your organization’s ID administrator must grant you submission/updating rights through the User ID & Password Management app on Link.

Get more information about Link, your gateway to UnitedHealthcare’s online tools, at UnitedHealthcareOnline.com > Quick Links > Link: Learn More.

If you have questions, please call the UnitedHealthcare Connectivity Help Desk at 866-842-3278, option 3, 7 a.m. – 9 p.m. Central Time, Monday through Friday. Thank you.

*Care providers who participate with UnitedHealthcare Community Plan of Hawaii should not use My Practice Profile to update demographic information. Instead, please call 888-980-8728 to make demographic updates.


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