



Engagement Hub

Optimize member identification and outreach

Health plans require predictive analytics to close care gaps and meet performance benchmarks. The lack of strategic insight into member activity across the health plan enterprise has led to declining quality scores, even as quality programs such as HEDIS® and Star Ratings continue to place emphasis on health equity. Without a central location to manage campaigns and view member gaps across the population, disorganization can lead to multiple outreaches and result in member abrasion.

Cotiviti's Engagement Hub drives coordination and efficiency by optimizing member identification and outreach, reducing wasteful administrative costs, and tracking outreach to measure goals. Engagement Hub brings together the quality measure logic and reporting of our Best in KLAS® Quality Intelligence solution with the member engagement and activation capabilities of Eliza® to set the standard for efficiency, ease-of-use, and customer satisfaction.

Engagement Hub enables plans to create optimal target lists by prioritizing members using key indicators, such as propensity to engage, overall gap weights, and socio-economic factors. From there, plans can deploy outreach to these populations, optionally launching standard campaigns from our included library. Our series of dashboards enable a plan to track their measure progress month to month and year over year, as well as track open gap count for their populations. Measures can be tracked across products and lines of business to give plans a flexible and holistic view of their performance.



Key campaigns

- **Adult Preventative Screening:**
Breast, cervical, and colon cancer
- **Well-Child HEDIS measures:**
Well-care visits, immunizations, weight assessment and counseling
- **Diabetes and Hypertension:**
A1c, eye exam, kidney monitoring, blood pressure, and statins



Key benefits for clients

- View member-level insights including gaps in priority measures, SDoH factors, propensity to engage, and a holistic view of campaign participation
- Create, assign, and prioritize member-level target lists from eligible populations
- Initiate standard campaigns and monitor member education and engagement activity
- Improve quality, reduce costs, generate incremental revenue, and create a more satisfying member experience



Key Cotiviti differentiators

- Integration with Best in KLAS® Quality Intelligence solution and Eliza member engagement
- >25 years partnering with health plans
- >14M Adult Preventative and Well Child outreaches in 2023 and 2024

HEDIS® is a registered trademark of the National Committee for Quality Assurance.



To learn more about how Cotiviti's solutions can improve your organization's member engagement outcomes, call 866.292.6971 or email answers@cotiviti.com.