

Eliza[®] Secure Digital Communications

Safely engage with healthcare consumers

When the security of sensitive information is a concern, Cotiviti's Eliza—a multichannel consumer engagement solution—has secure digital capability that enables organizations to communicate with confidence. Digital outreach, such as email and text messaging, is playing an increasingly important role in healthcare engagement as consumers are more technology adept than ever.

Eliza's digital communication provides a seamless, consumer-friendly and secure experience. When combined with our multi-modal, behavioral science-based approach to health engagement, secure digital communications enable organizations to improve overall health outcomes by:

- Enabling an experience that begins digitally, with the ability to run outreach programs through multiple channels, which can include a combination of IVR, SMS, email, direct mail, and live agent transfer
- Increasing engagement and ultimately driving more individual action through a multichannel, secure, and personal approach
- Using bi-directional, secure communication not achievable with standard SMS and email while capturing additional consents



Key solution results

- 85%** of members engaged found Eliza outreaches helpful
- 3.2%** increased retention rate for dual eligible population for one client
- >\$2.4M** revenue retained for one client from increased Medicaid renewals
- 12.7%** increase in likelihood to receive a mammogram for members with breast cancer screening gaps



Key benefits for clients

- Easy access through SMS, email, or member portal with no download needed
- Web-based access from anywhere on any device
- Support for two-level verification
- Customizable interface, content, and questions
- Spanish communication support



Key Cotiviti differentiators

- Coordinated, multi-channel outreaches are delivered at the times, via the mechanisms and cadences, designed to maximize reach, engagement, and outcomes
- Consumer-centered, personalized conversations provide member insights that can't be collected through claims data
- Eliza delivers proven results with clients reporting better outcomes among engaged populations



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