

# National health plan deploys Eliza<sup>®</sup> for secure digital engagement with members


In an increasingly competitive environment, health plans must balance enhancing quality, maintaining compliance, controlling costs, boosting revenue, and improving consumer experience. Key to this is strong member engagement, which leads to better outcomes and satisfaction. Targeted outreach can drive behavioral change, guiding members through a personalized healthcare journey for comprehensive support and culturally competent care.

**Cotiviti's Eliza<sup>®</sup> solution leverages behavioral science to deliver personalized, timely information to members through effective communication channels. It motivates members to take action by engaging them in tailored conversations rooted in empathy and behavioral insights.** Eliza's secure digital capabilities help healthcare organizations to safely collect member-reported data and complement multi-channel programs to increase reach rates.

A national health plan recently launched an innovative campaign with secure digital-linked text messages, IVR outreach, and email to improve HEDIS<sup>®</sup> compliance. The campaign strategically targeted over 195,000 members with diverse care needs. Tailored specifically to members with clinical gaps in care, the campaign offered resources such as telehealth options, provider connections, and transportation support.

 **Key results**

- 6.2%** positive impact on **campaign engagement and completion** through the secure digital channel
- 4.4%** boost in gap closure for **Child and Adolescent Well-Care Visits** measure for secure digital participants
- 3.2%** boost in gap closure for **HbA1C control** measure for secure digital participants
- 2.6%** boost in gap closure for **Controlling Blood Pressure** measure for secure digital participants

 **Key benefits for clients**

- Delivers seamless digital experience
- Helps ensure the security of health information
- Enhances reach rates
- Facilitates secure communication through accessible web-based links

 **Key Cotiviti differentiators**

- Plans can improve HEDIS and Star Ratings performance through synergy between quality improvement, member engagement solutions
- Consumer-centered, personalized conversations provide member insights that can't be collected through claims data
- Coordinated, multi-channel outreaches are delivered at the right cadence and through the right mechanisms to maximize reach, engagement, and outcomes

HEDIS<sup>®</sup> is a registered trademark of the National Committee for Quality Assurance (NCQA).

 To learn more about how Cotiviti's Eliza solution can improve your organization's member engagement results, call 866.292.6971 or email [answers@cotiviti.com](mailto:answers@cotiviti.com).