



Eliza[®] Health Risk Assessments

Improve Medicare Advantage HRA completion rates with multi-channel engagement

Health Risk Assessments (HRAs) are a vital mechanism for Medicare Advantage plans to close care gaps, improve quality scores including Star Ratings, support risk adjustment programs with accurate data, and connect members with their primary care physician and other community resources. But getting members to complete HRAs and to see their value is challenging.

Cotiviti's Eliza Health Risk Assessments solution is a broad-based member survey designed to give Medicare Advantage plans actionable member-level data and connect members with plan resources. Eliza integrates a scalable multi-channel technology platform, proprietary data sources, industry-leading analytics, and experience-driven program design services to help clients achieve outcomes that make a difference for their organization and their members.

In less than three months, Eliza increased HRA participation by nearly 4x over the previous year for one plan.

Eliza's automated, tailored HRAs can adapt content based on an individual's answers to provide a personalized, relevant, and interactive user experience. Medicare Advantage plans can then use these results to identify social determinants of health and connect their members with available plan and community resources, improving their care and driving better outcomes for plans and their members alike.



Key solution findings*

- 40%** of respondents indicated having difficulty seeing a doctor
- 35%** of respondents were concerned about the cost of tests
- 5x** increase in reporting high emotional stress among respondents concerned about life necessities such as food, shelter, and safety



Key impacts for clients

- Meets CMS requirements for Special Needs Plans (SNP) HRA completion and supports NCQA Health Plan Accreditation
- Gathers member identified barriers to care & services for prioritization and intervention
- Improves reach & reduced administrative costs through automation
- Motivates members to act through personally relevant and culturally adapted communications



Key Cotiviti differentiators

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

*Among approximately 600,000 HRA respondents in 2018–2019. | Eliza[®] is a registered trademark of Cotiviti, Inc.



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