

Medicaid plans leverage Eliza® to reach members during redetermination

Resuming in April 2023, the Medicaid redetermination process brought uncertainty for tens of millions of Americans and their health plans, many of which struggled to successfully reach their members to update contact information or assist them in finding alternative coverage. Enrollees must take part in the annual process to prove eligibility for the first time since the beginning of the COVID-19 pandemic in March of 2020. Navigating this process requires Medicaid plans to have proactive, compliant, and secure communication channels to help members maintain or secure new coverage.

Health plans of all sizes worked with Cotiviti to begin conducting redetermination campaigns leveraging Eliza®, Cotiviti's multi-channel consumer engagement platform. Some plans initiated member education in advance of the COVID-19 Public Health Emergency (PHE) ending while others started campaigns more recently. Cotiviti's Eliza team was able to build and deliver these campaigns rapidly by partnering with clients to initiate campaigns within weeks and prioritize redetermination outreaches according to state timelines for script approvals.

Here's an in-depth look at how three individual clients used Eliza for effective member outreach in 2023 YTD, ultimately leading to:

>4.4M

members reached as of August 2023, spanning all 50 states

>16.7M

outreaches delivered across multiple channels

83%

of members confirming their address when asked

98%

successful rate of call transfers back to health plans for renewal and eligibility support



To learn more about how Cotiviti's solutions can engage your members, call (866) 292-6971 or email answers@cotiviti.com.

National client performs tiered outreach

A large national plan engaged Cotiviti to implement a digital-first redetermination strategy across 49 states. The plan leveraged SMS as an expedient means to notify its members and quickly scaled to deliver 93 redetermination outreach programs in English and Spanish in 2023.



Objective

The outreach had three primary goals:

First outreach: Remind members that they risked losing their coverage if they didn't complete the redetermination process. Cotiviti sent three messages at intervals of 60, 45, and 15 days from each member's reenrollment date.

Second outreach: Remind members who had lost coverage due to procedural reasons that they could still contact the state to confirm eligibility. Through Eliza, the plan delivered information and resources to assist.

Third outreach: Slated for launch in Q4 2023, this outreach will focus on collecting addresses through Eliza's secure web-based channel. This ongoing effort will continue to gather contact information for use in the redetermination process, ensuring that members are not disenrolled due to procedural issues and can be easily reached.

The campaign proved to be highly successful, achieving results including:

3.9M

redetermination
outreaches executed

~400K

IVR calls
completed

3.5M

SMS messages
delivered



To learn more about how Cotiviti's solutions can engage your members, call (866) 292-6971 or email answers@cotiviti.com.

National client implements rapid redetermination campaign

Cotiviti worked with another large payer across all 50 states more than a year prior to the end of the PHE to set up multi-channel campaigns. The highly complex program comprised pre-built standard messages pre-approved by the states for rapid implementation by Cotiviti.



Objective

The goal of this program was to reach out to members in advance of their redetermination date to inform them of the redetermination process and remind them to submit the necessary materials to avoid a lapse in coverage.

When the PHE formally ended, the client implemented the program across multiple states. Cotiviti worked with the client on additional state approvals and a prioritization process to comply with state timelines. Numerous changes were made to those pre-built programs while waiting for PHE to end, including script content changes, retention phone number and website changes, script adjustments for certain states, and adding new lines of businesses for additional states that approved the script after initial build.

The Eliza platform enabled the client to execute its redetermination campaigns, scale to support large datasets, and achieve impressive results across all 50 states including:

2.7M

total IVR
calls

5.5M

SMS
delivered

195,000

emails sent
(in both English
and Spanish)

12-day

implementation cycle post
state script approval for eight
simultaneous, complex
multi-channel programs



To learn more about how Cotiviti's solutions can engage your members, call (866) 292-6971 or email answers@cotiviti.com.

Care organization diversifies communication to improve engagement

A Mid-Atlantic managed care organization has more than 700,000 Medicaid members. The client uses Eliza to connect with Medicaid beneficiaries using two paths: Redetermination IVR outreaches 30-60 days from member's enrollment end date and welcome calls that run weekly for new members.



Objective

To prepare for redetermination, the plan used Eliza to perform address collection and education campaigns all throughout the PHE, helping maintain member trust and educating members that coverage needs to be renewed regularly.

Both IVR outreaches engage members and offer a warm transfer to the health plan. The plan also has 17 "navigators" that telephonically assist members with Medicaid renewal information, benefits, and SDOH support through connections to community-based organizations that can assist with public benefit applications and address other barriers like food, housing, and transportation available close to home. These navigators are trained on the soft skills necessary for a positive member experience, such as active listening and compassionate service.

Through Eliza IVR outreach, the client has gathered over 10,000 email addresses for additional ways to communicate to members based on their preferences.

More than 83% of those reached found the outreach to be helpful and were satisfied with their plan, achieving impressive results:

>1M

calls per year
since 2021

90%

of members reached and
nearly 40% engaged

90%

of members reached planned
to renew coverage



To learn more about how Cotiviti's solutions can engage your members, call (866) 292-6971 or email answers@cotiviti.com.

How to reach your members when it counts the most

Leveraging Eliza, Cotiviti has consistently helped deliver effective redetermination campaigns, proactively engaging health plans prior to the conclusion of the PHE and beyond. Through this innovative approach and close collaboration with payers of all sizes, Cotiviti has significantly reduced communication barriers while maintaining high engagement rates and successful transfers back to health plans.

Plans that use a multi-channel approach to communications help members stay better connected to their care and more knowledgeable about their coverage. Rooted in behavioral science and using a highly tailored approach, Eliza delivers relevant information to members at the right time, through the channels most likely to reach, inform, remind, and motivate them to act.

Outreach with Eliza prioritizes actual conversations with members and allows healthcare organizations to collect valuable member-reported information that cannot be found on a claim. This information can feed the development of robust member profiles, which can be analyzed and leveraged in future engagements to deliver an enhanced member experience, help increase retention rates, and improve clinical outcomes. From enrollment to renewal, plans are there to support, guide, and provide whole-person, culturally competent, and equitable care.

Read our brochure and learn how Eliza enables Medicaid, Medicare Advantage, and commercial plans to:

- Break down barriers to engagement
- Create personalized two-way conversations
- Enable multichannel, intelligent interventions
- Implement a powerful engagement engine

[Read the brochure](#)

Amid the challenges of redetermination, too many Medicaid plans adopt a one-size-fits-all approach to engagement across all members and lines of business. Read our white paper by Cotiviti's Leah Dewey, vice president of clinical and consumer engagement operations, as she explains how plans can successfully engage members by:

- Overcoming individual barriers to develop trust
- Taking a "whole-person" approach to care
- Using consumer health profiles to drive member outreach and close gaps

[Read the white paper](#)



To learn more about how Cotiviti's solutions can engage your members, call (866) 292-6971 or email answers@cotiviti.com.