



Eliza Childhood Immunization Solution

Improve childhood vaccination rates with multi-channel engagement

The COVID-19 pandemic has made it difficult for parents and guardians to stay up to date on pediatric preventive care, creating a substantial increase in children who are behind on routine immunizations. The Centers for Disease Control and Prevention (CDC), World Health Organization, and UNICEF have all noted that this could be a serious public health threat resulting in vaccine-preventable disease outbreaks, especially as U.S. schools reopen for in-person learning. The challenge is encouraging busy and sometimes hesitant parents to bring their children to clinics and provider offices when COVID-19 is still at large.

Cotiviti’s Eliza health engagement management solutions facilitate personalized conversations between healthcare organizations and their members or patients. Eliza integrates a scalable technology platform with experience-driven program design services to help clients achieve outcomes that make a difference by moving members to take meaningful action.

Eliza’s Childhood Immunization Solution is a multi-channel outreach program that enables health plans and providers to quickly remind parents and guardians about important vaccinations their children are due for; assess barriers to care; provide educational information about routine childhood vaccinations; gauge intent to close care gaps; and provide resources such as incentives information or transfers to appointment scheduling services.



Key solution results

- 30%** Improvement in childhood vaccination rates for one large regional plan
- 9%** Improvement in well-child visits for a Florida Medicaid MCO
- >8M** Immunization outreaches since 2017
- 86%** Member satisfaction rate



Key benefits for clients

- Fast implementation with programs launched within one to three weeks of script approvals
- Program monitoring through the ElizaLive Portal
- Improved reach with mobile call branding
- Culturally adapted Spanish content



Key Cotiviti differentiators

- Coordinated, multi-channel outreaches are delivered at the optimal time via the best mechanism 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 childhood immunization rates, call (866) 292-6971 or email answers@cotiviti.com.