



Solution Overview

COTIVITI

# Engagement solutions

Educate and activate for higher-quality care with multichannel engagement

- Eliza®
- Engagement Hub

# Motivate members to act

Top priorities for health plans revolve around improved quality, better cost management, more accurate health data documentation, and a better consumer experience. All of these rely on premium member engagement: when members engage, everyone wins. It improves their health and satisfaction, as well as plans' quality ratings and long-term sustainability.

But to effectively influence member behavior, plans must target the right member with the right message at the right time—an increasingly difficult task amid an oversaturated communications landscape. And without a central location to manage campaigns and view member gaps across the population, disorganization can lead to multiple outreaches and result in member abrasion.

**Cotiviti's Engagement solutions empower health plans with multi-channel communications to cut through the noise and deliver tailored, impactful messaging directly to members.** Instead of one-size-fits-all-communications, plans can deliver personalized, relevant information to members at the right time through the channels most likely to reach, inform, remind, and motivate them to act. Then, they can connect their member engagement efforts directly to higher quality scores by leveraging integrated solutions.



# Cotiviti's Engagement solutions

Drive member action that connects directly to improved health outcomes and quality scores with our Engagement solutions.

## Eliza Member Engagement

Drive member action and improve health outcomes with better engagement

Eliza is a multi-channel member engagement solution which leverages behavioral science, technology, and data to create tailored outreach. These are delivered through the channels most likely to reach, inform, and persuade while ensuring members receive information that is relevant to them, cutting back on the noise, and creating a more positive experience.

- Break down barriers to engagement
- Create personalized two-way conversations
- Enable multi-channel, intelligent interventions

## Engagement Hub

Optimize member identification and outreach

Engagement Hub brings together the quality measure logic and reporting of our Quality Intelligence solution with the member engagement and activation capabilities of Eliza to set the standard for efficiency, ease-of-use, and customer satisfaction. Plans can use Engagement Hub to create optimal target lists by prioritizing members using key indicators, such as propensity to engage, overall gap weights, and socio-economic factors. From there, they can deploy outreach to these populations, optionally launching standard campaigns from our campaign library. Engagement Hub empowers plans to:

- View member-level insights including gaps in priority measures
- Create, assign, and prioritize member-level target lists
- Initiate standard campaigns and monitor member education and engagement activity

# A comprehensive approach to tailored communication

Eliza is Cotiviti's multi-channel, consumer engagement platform. Eliza leverages behavioral science, technology, demographics, and third-party data to create personalized messages for members. Eliza ensures that your members receive information that is relevant to them, cutting back on the noise and creating a more positive experience.

## With Eliza, health plans can:

### Create personalized two-way conversations

Eliza moves beyond one-way, one-channel communications and architects real conversations with consumers about their health. Eliza develops relationships by building consumer profiles, analyzing what works best, and delivering an enhanced consumer experience.

### Break down barriers to engagement

Empathy, understanding, and clear direction motivate consumers to change their behavior. By identifying individual motivations and barriers, Eliza helps ensure that interventions are relevant to consumers, including culturally adapted programs addressing language, culture, education, and other factors designed to improve engagement.

### Enable multichannel, intelligent interventions

Each year, Eliza enables hundreds of millions of rich, two-way engagements through a combination of secure digital, email, text (SMS/MMS), live agent, mail, interactive voice response (IVR), and phone. By adding details such as who is calling, the purpose of the call, and the plan's logo through mobile call branding, members are 15% more likely\* to be reached than in outreaches without extra information.



## Eliza enables communications around:

- Appointment scheduling
- Member retention and enrollment
- Member surveys
- Condition management
- ER utilization
- Post-hospital discharge
- Immunization education
- Medication adherence and management
- Perinatal care
- Population messaging
- Preventive care
- And much more

\*Based on Cotiviti client data from April 2024-April 2025. Results may vary depending on factors including but not limited to usage and application.

# A direct path from identifying care gaps to closing them

Engagement Hub drives coordination and efficiency by optimizing member identification and outreach, reducing wasteful administrative costs, and tracking outreach to measure goals. It brings together the quality measure logic and reporting of our leading Quality Intelligence solution with the member engagement and activation capabilities of Eliza to set the standard for efficiency, ease-of-use, and customer satisfaction.

Plans can use Engagement Hub to create optimal target lists by prioritizing members using key indicators, such as propensity to engage, overall gap weights, and socio-economic factors. From there, they can deploy outreach to these populations, optionally launching standard campaigns from our included library.

## With Engagement Hub, health plans can:

### **Develop data-driven strategies and drive gap closure**

Use measure and member-level details to focus resources on the populations that would benefit most while monitoring all member education and engagement activity.

### **View member-level insights**

See gaps in priority measures, SDoH factors, propensity to engage, and a holistic view of campaign participation to better understand the levers to push and initiate action to meet plan goals.

### **Create target lists**

Assign and prioritize member-level target lists from the eligible populations to specific or bundles of measures.

## **Initiate campaigns**

Educate members on missing screenings and encourage them to visit their doctor. Launch standard campaigns from our library including:

- **Adult Preventative Screening** targeting HEDIS cancer screening measures for breast cancer, cervical cancer, and colon cancer.
- **Well-Child** targeting HEDIS measures including well-care visits, immunizations for adolescents, and weights assessment and counseling.
- **Diabetes and Hypertension** targeting HEDIS measures including Diabetes A1c, eye exam, kidney monitoring, blood pressure, statins, and controlling high blood pressure.

# The results speak for themselves

Our Engagement solutions drive meaningful improvements to member health. In one measurement year\*\*, members who received targeted communications about a clinical gap had a:

**7.7%** higher rate of gap closure for the Breast Cancer Screening measure

**6.2%** higher rate of gap closure for the Child and Adolescent Well-Care Visits measure

**3.6%** higher rate of gap closure for the Cervical Cancer Screening measure

**7.8%** higher rate of gap closure for the Colorectal Cancer Screening measure



To learn more about how Cotiviti's Engagement solutions can improve outcomes for your members, call 866.292.6971 or email [answers@cotiviti.com](mailto:answers@cotiviti.com).



Cotiviti's Engagement solutions are a crucial pillar of our Health Enablement portfolio. With a focus on driving more informed decisions, Cotiviti's Health Enablement solutions enable health plans to knock down internal silos and improve efficiency. Plans can effectively collaborate within their own teams, with their provider networks, and directly with their members to enable better care.

[Learn more](#)

\*\*Based on selection of Cotiviti clients during HEDIS® Measurement Year (MY) 2024. Results may vary depending on factors including but not limited to usage and application.

HEDIS® is a registered trademark of the National Committee for Quality Assurance

# Enabling a high-quality and viable healthcare system

## Payment Accuracy

Determine Claim Responsibility

Ensure Claim Accuracy

Detect FWA Patterns

## Health Enablement

Quality and Stars

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Engagement

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