

Unlocking valuable SDoH data and connecting members to care with Eliza[®] secure digital outreach

Health plans face considerable hurdles in capturing social determinants of health (SDoH) data, such as access to food, transportation, and housing, and linking them to appropriate resources. Without a nuanced understanding of these factors, health plans risk implementing a one-size-fits-all approach that fails to address the root causes of health disparities, hindering both member satisfaction and overall quality outcomes. Adaptation to members' needs necessitates a responsive approach that actively listens to feedback and integrates SDoH data into care strategies.

One large regional health plan deployed Eliza's Secure Digital solution to conduct a multi-channel campaign in combination with interactive voice response (IVR) calls to survey member needs, capture social determinants of health data for reporting, and connect their 200,000 members to services.

Over 12 months, members logged more than 12,000 visits across numerous websites committed to linking members with essential services, aiding them in addressing their social determinants of health needs. Over 190,000 calls were initiated, with a remarkable 91% of targeted members successfully reached. The calls asked members questions on demographics, if they currently have a primary care provider, their housing and transportation situation, financial status, and more. This invaluable information empowered care managers to extend personalized support and assistance.



Campaign results

- 91% of targeted members were reached
- 38% of respondents actively participated in the calls
- 88% of respondents were willing to report their race



Campaign findings

- 52% of respondents visited sites related to substance abuse
- 35% of respondents said they worried about food security
- 13% of respondents cited lack of reliable transportation



Topics addressed

- Health literacy and education
- Chronic conditions
- Mental health
- Housing, transportation, food, and financial security
- Having a PCP



To learn more about how Cotiviti's solutions can engage your members, call 866.292.6971 or email answers@cotiviti.com.