

Converged Outreach

Ensure members get the right intervention at the right time

Clinical operations teams at health plans face competing priorities from achieving performance benchmarks to reducing costs.

With increasing scrutiny from regulatory bodies, compliance and accountability have become more challenging than ever. Providing measurable quality improvement while avoiding penalties is critical, but fragmented systems, limited visibility into member data, and lackluster interventions leave your team – and your members – frustrated.

Inovalon's Converged Outreach™, an all-in-one outreach planning software, brings clarity and control to your digital health strategy. See which interventions are working in real time, and ensure your efforts are spent where they matter most.

Key Benefits

- 1 | Streamline care coordination**
Simplify care coordination with actionable, recommended interventions that strengthen provider and member relationships while improving outcomes.
- 2 | Make more informed decisions**
Enable smarter decisions with clear insights from dashboards that identify opportunities to improve member care and increase ROI.
- 3 | Improve outcomes and performance benchmarks**
Easily engage members with chronic conditions to help them manage their health and achieve better outcomes.

The Inovalon Difference



Up to **30%**
improved gap closure¹



1:4 to 1:8
improved realization²



Up to **60%**
synergy gain³



Up to **4x**
quicker implementation⁴

Solution Features



Data-driven outreach planning software

Customize plans based on quality targets, budget, and economic goals. Identify risk score potential, future behavior and compliance likelihood, and the potential efficacy of an intervention modality to prioritize outreach.



Converged Outreach Connectors

Transfer data easily, quickly, and securely to participating Inovalon and other healthcare services partners to accelerate execution and gap closure while reducing administrative burden and cost.



Smoother provider workflows

Leverage integration with electronic health records (EHRs) for presenting care gaps within provider workflows, driving provider action to close those gaps.



Stronger economic performance

Improve quality metrics and ensure appropriate reimbursement from incentives tied to regulatory programs and risk score accuracy.

¹ Based on Inovalon's analysis of gap closure improvements driven by a combination of Converged Outreach and Converged Quality, May 2025.

² Based on Inovalon's analysis of risk realization improvements driven by a combination of Converged Outreach and Converged Risk products, May 2025.

³ Based on the average reduced number of interventions using Converged Outreach due to planning both quality and risk adjustment interventions together, May 2025.

⁴ Based on Inovalon's estimate of health plan's timelines associated with ETL processes to load data into healthcare vendor platforms, May 2025.