



SUCCESS STORY

Turning Healthcare on its Head: How eternalHealth is Disrupting Industry Norms

“There’s a need for disruption. There’s a need for change,” says Pooja Ika, CEO, eternalHealth, who at just 26 years old started the Massachusetts-based Medicare Advantage plan to disrupt the health plan landscape and deliver better care outcomes.

Ika and team are clear on the challenges health plans face, particularly as a result of relying on siloed systems, and are looking to set an example of what health plans can accomplish from a better, tech-first approach. eternalHealth is leaning heavily into cloud-based technology and data analytics, opting for a single platform to support their operations – a significant change from the traditional disconnected approach of many health plans.

For eternalHealth, this is already delivering cost savings and improving resource allocation. For its members, having one connected platform means eternalHealth can better identify and meet member needs, even as their population size grows and they expand to additional locations.



The Power of ONE

The Inovalon ONE® Platform is bringing many key functions into one place for this innovative health plan. Converged Risk will help maximize risk score accuracy, Converged Quality will support improved health and financial outcomes, and Converged Outreach will reduce member and physician abrasion.

One combined solution powering many of eternalHealth's key functions means they can do more for their members, faster. The Inovalon ONE Platform delivers a single source of truth for prospective analytics, intervention planning, benchmarking, and more.

And, as a cloud-based solution, it's primed to scale with eternalHealth as the health plan grows. The Platform supports eternalHealth's needs now, and as the solution that analyzes healthcare performance on over 205 million lives each year, including 80%+ of all NCQA-covered lives,¹ it is well-positioned to deliver on the plan's quality measurement and risk adjustment needs in the future.

¹ Inovalon internal reporting, July 2025. Based on Measure Year 2024 population counts and U.S. Census Data as of December 2024 – <https://www.census.gov/data/tables/time-series/demo/popest/2020s-national-total.html>

The solution that
analyzes healthcare
performance on over

**205 MILLION
lives each year**



**including 80%+ of all
NCQA-covered lives¹**

The Result:

More focus on patient needs, with the right data, available at the right time to inform key care and cost management decisions.





Discover the Inovalon ONE® Platform

Realize what a single platform can do for your health plan. Explore our Converged solution suite within the Inovalon ONE® Platform.

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