

Member Experience and Retention

Simplify access, improve member experience, close gaps in care, and reduce costs



HIPAA compliant platform for health plans

With enhanced natural language processing technology that meets members where they are with empathy and precision, health plans can deliver more intuitive and enjoyable member experiences. Engage members more efficiently and lower the cost of care by automating key touchpoints in the member journey.

“Orbita is not only a leader and innovator in voice and chat-powered virtual assistants that deliver the human touch needed in healthcare, but also a company that can keep up with the rapid pace of telehealth innovation that Philips is determined to pursue.” - Henk van Houten, Chief Technology Officer and Head of Philips Research

Simplify access:

81% of members want the virtual tools adopted during the COVID-19 pandemic to remain a regular part of their healthcare experience
- McKinsey

Improve member experience:

41% of healthcare consumers surveyed said they would stop going to their healthcare provider over a poor digital experience
- Fierce Healthcare

Close gaps in care:

Health literacy increases with education, but only **12% of U.S. adults** are considered proficient in health literacy
- U.S. Department of Health and Human Services

Reduce costs:

Virtual assistants cut customer service costs by **up to 30%**
- IBM

Features and Benefits:

Next-generation virtual assistants that improve digital experiences on public sites and member portals

Call center automation and escalation – offload call center volume while integrating with existing live chat and call center escalation and intervention

Provider and location directory – direct members to the right provider and location

HIPAA compliant member outreach campaigns to improve and enhance engagement (care management, HRAs, healthy living, community events)

Symptom checker and care recommendations – support automated assessments for information gathering and guidance

See the solution in action:
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Schedule a demo →

