



AN EDUCATIONAL EBOOK — 2026 EDITION

Relay's Approach to Improving HEDIS® Scores

How Relay's Compliant Channel Platform turns care gap signals into verified, HEDIS-aligned member action.





THE CHALLENGE

Traditional Digital Tools Aren't Closing the Gap

42%

of insured adults have experienced a problem
using their health insurance website or app

Source: 2024 J.D. Power U.S. Healthcare Digital Experience Study





HOW RELAY WORKS

From Care Gap Signal to Verified Member Action

Relay is the compliant channel platform that transforms payer data and care gap signals into verified member actions — automatically, personally, and at scale — through the Relay Feed: a 1:1, HIPAA-compliant digital channel with the timeliness of text and the familiarity of a scrolling feed.



Power Ups

Capture member data with embedded forms, including prefill capabilities



Smart Actions

Automate personalized member journeys based on user interactions



Relay Messenger

Real, two-way conversations with members — no chatbots



Content Pro

Transform existing assets into high-converting Feed content



Spanish Feed

Deliver end-to-end experiences in Spanish for diverse populations



HIPAA + HITRUST r2

Purpose-built for personalization without compromising compliance



READMISSIONS

Close the Follow-Up Gap After Discharge

PCR · Plan All-Cause Readmissions

FMC · Follow-Up After ED Visit, High-Risk MCC

TRC · Transitions of Care

The days after a hospital stay or ER visit are when members are most likely to fall through the cracks — and when a health plan's PCR and FMC rates are decided.

Relay Messenger puts a health coach or nurse directly into a discharged member's feed for real, two-way conversation — not a chatbot script — so follow-up starts within the window both measures require: 7 days for FMC, 30 days for PCR. It also strengthens TRC's Patient Engagement After Inpatient Discharge component with a documented, verified touchpoint.

Relay Feature: Relay Messenger 

PROOF POINT

\$1M

in attributed cost savings from reduced readmissions and ER use

250K+

high-risk, recently discharged members reached with in-the-moment outreach

\$3–9K

estimated avoided cost per member over 6 months when connected with a nurse post-discharge



DIABETES CARE

Manage Chronic Illness

GSD · Glycemic Status Assessment

KED · Kidney Health Evaluation

EED · Eye Exam for Diabetes

Diabetes management depends on a steady cadence of bloodwork, screenings, and lifestyle coaching — the kind of recurring action traditional outreach struggles to sustain over a full measurement year.

Relay delivers diabetes education, testing reminders, and lifestyle coaching using existing assets transformed for the Feed through Content Pro — keeping brand and clinical messaging consistent while reaching members on a higher-converting channel.

Relay Feature: Content Pro ✨

PROOF POINT

11%

higher compliance with diabetic care gap closures





EMERGENCY DEPARTMENT UTILIZATION

Prevent Avoidable ER Visits

EDU · Emergency Department Utilization

Every avoidable ER visit shows up twice — once in the member's experience, and once in a health plan's EDU rate, reported as a ratio of observed-to-expected visits.

Relay reaches members proactively with education on appropriate ER use, delivered through SMS and the Feed and built from existing assets via Content Pro — reinforcing the same message consistently across channels.

Relay Feature: Relay Feed + Content Pro ✨

PROOF POINT

54%

decrease in ER utilization — one health plan client

14%

reduction in non-emergent ER visits — a second, independent health plan client



BEHAVIORAL HEALTH

Real Conversations at the Right Moment

FUH · Follow-Up After Hospitalization

FUM · Follow-Up After ED Visit

AMM · Antidepressant Med. Management

FUH, FUM, and AMM all depend on the same thing: whether a member actually connects with care after a behavioral health event, and stays connected long enough for treatment to work.

Relay Messenger lets care managers and health coaches have real, proactive two-way conversations with members — with multiple language translations available — covering behavioral health, nutrition, and medication adherence, at a scale outbound calling can't match.

Relay Feature: Relay Messenger 

PROOF POINT

45%

increase in member contact with health coaches via Relay Messenger





MEDICATION ADHERENCE

Keep Members on Therapy After the Prescription Is Filled

SPC · Statin Therapy, Cardiovascular Disease

SUPD · Statin Use in Persons With Diabetes

AMM · Antidepressant Med. Management

SPC and SUPD both require 80% adherence over the treatment period; AMM requires continuous therapy through 84 and 180 days. A single fill doesn't move any of these measures — sustained refills do.

Relay keeps that behavior going after the pharmacy visit: automated refill reminders guided by Smart Actions and a direct line to a health coach or pharmacist through Relay Messenger for members who need more than a message to stay on track.

Relay Feature: Smart Actions ⚡ + Relay Messenger 💬

PROOF POINT

42%

higher medication compliance vs. non-engaged members

80%

of patients who completed digital refill form opted-in to automatic refills moving forward



CANCER SCREENINGS

Identify Every Gap, Close It in One Message

COL · Colorectal Cancer Screening

CCS · Cervical Cancer Screening

BCS · Breast Cancer Screening

Members with multiple outstanding screenings are also the members most likely to feel messaged-at. Relay identifies every open gap and delivers them together in one personalized message, leveraging Relay Power Ups, cutting fatigue instead of adding to it.

Because Relay's channel is HIPAA-compliant and HITRUST r2 certified, sharing the specific screenings a member is due for is possible without a compliance tradeoff.

Relay Feature: Power Ups  + HIPAA + HITRUST r2 Certified 

PROOF POINT

70%

of members who reached the Feed got a mammogram (BCS)

30%

of members who reached the Feed got a cervical cancer screening (CCS)



PREVENTIVE CARE

Make Well-Child Visits the Default, Not the Exception

WCV · Child & Adolescent Well-Care Visits

W30 · Well-Child Visits, First 30 Months

Missed pediatric checkups are one of the most persistent HEDIS gaps — and one of the hardest to close by phone, since the parent, not the patient, has to take the action.

Relay closes that gap directly in the Feed: scheduling links, appointment reminders, and Smart Actions follow-ups reach parents on the channel they actually check, timed to when a visit is due.

Relay Feature: Smart Actions ⚡

PROOF POINT

43%

care gap closure on a back-to-school well-child visit campaign





CHILD AND ADULT IMMUNIZATIONS

Turn Preventive Care Reminders Into Completed Visits

CIS · Childhood Immunization Status

IMA · Immunizations for Adolescents

AIS-E · Adult Immunization Status

Members can schedule vaccine and preventive care appointments directly within the Feed, while automated follow-ups and reminders through Smart Actions drive completion.

Adult Immunization Status (AIS-E) now consolidates flu, Td/Tdap, shingles, and pneumococcal tracking into one composite measure — replacing the CAHPS-based flu survey measures NCQA retired in 2023.

Relay Feature: Smart Actions ⚡

PROOF POINT

44%

of members received a flu shot within 30 days of a Relay message, now tracked under AIS-E





ACCESS TO PREVENTIVE/AMBULATORY HEALTH SERVICES

Remove the Barriers Between Members and Care

AAP · Access to Preventive/Ambulatory Health Services

Expand access and engagement with Spanish-speaking populations using Relay's Spanish Feed — delivering the same communications in both English and Spanish.

Members can designate a PCP, schedule an annual visit, or request a ride to an appointment, directly from the same message.

Relay Feature: Spanish Feed 

PROOF POINT

49%

action rate on annual wellness visit messaging





MATERNITY CARE

Guide Every Milestone of the Pregnancy Journey

PPC · Prenatal and Postpartum Care

Guide pregnant members with personalized, monthly experiences tied to milestones in the pregnancy journey, using due-date data to place each member at the right point automatically.

Smart Actions handles the follow-through — with a built-in opt-out for members who no longer want to receive updates.

Relay Feature: Smart Actions ⚡

PROOF POINT

74%

average engagement on automated follow-up messages using Smart Actions



Supporting Capabilities That Strengthen Every Measure

Not every high-performing Relay use case maps to a single named HEDIS measure — some set the foundation underneath them.

HEALTH RISK ASSESSMENT

HRA Completion

40%

completion rate in a single HRA campaign. Not a named HEDIS measure on its own — but a key input to risk stratification, including Care for Older Adults (COA) components for Medicare Advantage members.

UTILIZATION

Telehealth Adoption

21%

increase in telehealth adoption. No standalone HEDIS telehealth measure exists — but virtual visits count toward Access to Preventive/Ambulatory Health Services (AAP) and several Care for Older Adults (COA) components.



THE BOTTOM LINE

Better Signals, Verified Action, Measurable HEDIS Improvement

One Relay Health Payer attributed improvement in 16 of 24 HEDIS measures — and \$1.3 million in ROI from care gap closures — to their Relay program.

Want to see a Relay Feed on your phone?

www.relaynetwork.com