



Alexandra Drane has devoted her career to inspiring people to lead healthier, happier and more engaged lives through the use of innovative technology. Her entrepreneurial spirit and passion for technology and design have led to the launch of four successful healthcare ventures over the past 15 years. Alexandra has proven herself an innovator, whose ideas on using technology to engage people in their health - and her belief in adding a touch of joy to the often staid world of healthcare communications - have been adopted by the nation's top healthcare organizations.

Alexandra is currently president and co-founder of Eliza Corporation, a leading provider of integrated healthcare communication strategies and one of Entrepreneur magazine's "100 Brilliant Companies" (2009). The company's intelligent, tailored interactions—including automated calls powered by a patented speech recognition engine, rich web and multi-modal delivery platform and proprietary sophisticated data analytics—make health and healthcare information more accessible, more actionable and more engaging.

Eliza draws on its database of more than 400 million interactions with individuals about their health to better understand what makes people "tick" and create programs with measurable and sustained impact. Examples include increasing the number of patients who get their recommended diabetes screenings by 76%; more than doubling prescription refills over a six-month period; quadrupling participation in an online smoking cessation program, and boosting younger members' perceptions of their health plans' brands beyond what far more expensive traditional advertising campaigns deliver. But perhaps most important are the countless saved lives as the result of timely, personalize...

## Alexandra Drane

### Speech Topics

- Women in Business
- TED Talks
- Innovation
- Healthcare
- Futurist
- Entrepreneur

