

GETTING STARTED

29 Ways to Promote Health Risk Assessments

1. Targeted SEM campaigns for health info seekers (Eruptr can help!*)
2. Messages from or in the EHR Portal
3. Promote to internal employees as part of employee wellness messaging
4. Integrate into new patient materials, first exams
5. Create an assessment landing page for multiple HRAs and link to it from your homepage or anywhere
6. Reach parents and working adults through Pinterest and LinkedIn
7. Outdoor billboards or signage with a QR code or shortened link to an HRA landing page
8. Include a promotional insert in patient billing
9. Partner with local YMCAs to promote healthy living by knowing risk levels
10. Use as a CTA in any ongoing DTC outreach such as newsletters, blogs, magazines or others
11. Ask volunteer coordinator or services to share HRAs with volunteers
12. Place HRAs on each service line's landing page & ensure HRA is searchable on website
13. Follow-up messaging for comorbid conditions
14. Use targeted, paid Facebook ads (Eruptr can help!*)
15. Partner with local news providers for a featured story, or to fund ads in related online articles
16. Email or direct mail (postcards, etc.) to targeted recipients in your CRM who are likely at risk
17. Share patient HRA-related success stories in blogs, paid & organic social media posts, etc.
18. Use HRAs on tablets at live events & health fairs
19. Discounts on related screenings/procedures
20. Use social media influencers to promote HRAs
21. Share with Corporate Health to promote with local employers, possibly a dedicated deployment
22. Add a link to HRA landing page in social media bios
23. Display messaging around health system (table tents in cafeteria, signs or displays in the waiting rooms)
24. During health education awareness segments on local TV, display URL for HRA landing page
25. Add posters, signage, displays & screens with QR codes anywhere patients spend time (i.e., waiting rooms, pharmacies, elevators, cafeterias or coffee carts, physical therapy, billing windows, etc.)
26. Utilize giveaways, gift cards, promotions & drawings to encourage participation
27. Within promotions, choose imagery that reflects high-risk target audiences
28. Follow-up with previous low-risk respondents each year to monitor risk levels
29. Cross-promote other HRAs to those who complete

**HealthAware & Medicom Health have been acquired by Eruptr, leaders in search & social marketing for health systems. Eruptr's optimized SEM campaigns are very effective at promoting HRAs. Up to \$6k in discounts: <https://event.eruptr.com/match23/>*

HealthAware & Medicom Health

Both leading HRAs companies have come together! Over 1,400 facilities trust our service line-specific health risk assessments to engage millions of patients each year with a personalized digital experience. But the patient-facing health "quiz" is just the start.

Our powerful Management Portal, unique in the industry, provides MANY customization, follow-up, automation & integration options. New features are added regularly by our in-house team. The platform is secure, robust, reliable and HITRUST certified.

If you have not seen the HRA Management Portal, contact us for a demo!

www.healthaware.com/contact

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(800) 971-0785 x2

-OR-

www.medicomhealth.com/contact

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All-new versions of HealthAware HRAs coming soon!
HeartAware v3 is available now.

NEW FEATURES & CAPABILITIES INCLUDE:

- Highly specialized calls-to-action aligned with service line growth goals, new patient resources and follow-up processes
- Dedicated tips & support for your team & tech to optimize leads generated by the HRAs, including resources like our in-depth *Follow-Up Strategy Guides* and more.
- Geographically targeted to optimize conversions by location, taking into account resources & potential revenue
- Self-serve access to our *Management Portal* for customization, integration, data, reporting, analytics and more

Don't delay! Contact us for a demo.



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Purchase an SEM campaign for HRAs and *eruptr* will match the value up to \$6,000!

Discount details: <https://event.eruptr.com/match23/>

Medicom Health

Medicom Health HRAs are specifically optimized for integration with digital marketing workflows.

These are available now.

Cardiovascular: Heart Health, Stroke, Peripheral Artery Disease

Oncology: Breast Cancer, Prostate Cancer, Colorectal Cancer, Lung Cancer

Orthopedics: Knee & Hip, Back & Neck Pain, Shoulder & Elbow

Weight Management: Weight-Loss Surgery, Healthy Weight-Range

Pulmonology: Sleep Apnea

Behavioral Health: Depression, Anxiety & Stress

Internal Medicine: Diabetes, Acid Reflux, Bladder Control



HealthAware HRAs are carefully tuned to the more clinical concerns of service line stakeholders.

These will launch throughout the year.

Cardiovascular: HeartAware®, StrokeAware™, VascularAware™

Oncology: BreastCancerAware™, LungCancerAware™, ProstateCancerAware™, ColonCancerAware™

Orthopedics: SpineAware™, JointAware™ (Knee & Hip), JointAware™ (Shoulder & Elbow)

Weight Management: WeightAware™

Pulmonology: SleepAware™, COPDAware™

Behavioral Health: DepressionAware™, AnxietyAware™, AddictionAware™

Internal Medicine: DiabetesAware™, GERDAware™, BladderAware™