

## PLATFORM FEATURES

# Character Counts & Image Sizes

<b>Organization &amp; Branding</b>	Organization contact info	25 lines	
	Logo 1 / Logo 2	At least 1000 (w) x 425px (h)*	
<b>Title Bar, Intro &amp; Progress</b>	Application name	60 characters	
	Organization name	60 characters	
	Introduction text	250 characters	(MH HRAs only)
<b>Legal &amp; Compliance</b>	Consent button label	25 characters	
	User agreement statement	120 characters	
	Marketing opt-in checkbox	80 characters	
	Phone call opt-in checkbox	80 characters	
<b>Splash Screen</b>	Header text	45 characters	(MH HRAs only)
	Background image	At least 1500 (w) x 2500px (h)*	
	Text headline (top)	50 characters	
	Text headline (middle)	100 characters	
	Images (middle)	At least 380 (w) x 235px (h)*	
	Bullets (middle)	70 characters each	(MH HRAs only)
<b>Social Sharing</b>	Twitter message	117 characters	
	Pinterest message	117 characters	
<b>Calls-to-Action</b>	Content boxes	130 characters	
	Action labels (buttons)	30 characters	
<b>Emails</b>	Banner image	At least 600px (w), maximum of 1200px (h)*	
	Two-image column	At least 250 (w) x 350px (h)*	
	Three-image column	At least 225 (w) x 175px (h)*	
	Dual-image column	At least 240 (w) x 200px (h)*	
	Sidebar image	At least 240 (w) x 200px (h)*	

\* All images must be JPEG or PNG

# 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](http://www.healthaware.com/contact)

sales@healthaware.com

(800) 971-0785 x2

-OR-

[www.medicomhealth.com/contact](http://www.medicomhealth.com/contact)

sales@medicomhealth.com

(800) 971-0785 x2



**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™