



an UNLOCK company

Online Health Risk Assessment

ACQUIRE PATIENTS • GROW SERVICE LINES • BUILD BRAND

COLONCANCERaware™

This evidence-based assessment estimates users' lifetime risk for colorectal cancer. The calculations take lifestyle, genetics, and personal health histories into consideration.

It also provides screening recommendations using current guidelines, which are updated regularly.



BENEFITS FOR PATIENTS

- ▶ Help consumers quickly and easily estimate their personal risk levels, based on well-respected research and established algorithms.
- ▶ Empower users to explore their risk factors, and understand what they can (and can't) do about them.
- ▶ Enable them to conveniently seek treatment at the right point of care for their situation AND your facilities' resources.

BENEFITS FOR PROVIDERS

- Acquire new patients
- Grow service lines
- Increase revenue
- Collect contact info
- Garner opt-ins
- Enhance health awareness
- Empower CRM nurturing
- Maximize Facebook
- Fuel call centers
- Website conversions
- Build brand equity
- Bolster marketing ROI
- Leverage consumerism
- Amplify cross-marketing
- Re-activate patients
- Health months promos
- Enable personalization
- Utilize patient resources
- Satisfy content demand
- Generate goodwill
- Promote wellness



PROMOTE

We'll help configure your HRAs via our Client Portal. We can also help with promotion, including Facebook, etc.



CONVERT

Users answer questions, provide contact info, and receive results, including clickable CTAs, detailed reports & follow-up emails.



NURTURE

Incorporate collected user data into call centers, CRM, etc. to fuel timely and appropriate nurturing that build quality relationships.

Key Strategy

Consumers want personalized, online advice about *specific* health concerns.

- ▶ Give them accurate, trustworthy next steps that inspire confidence.
- ▶ And they will provide contact info and follow your calls-to-action.

Key Features

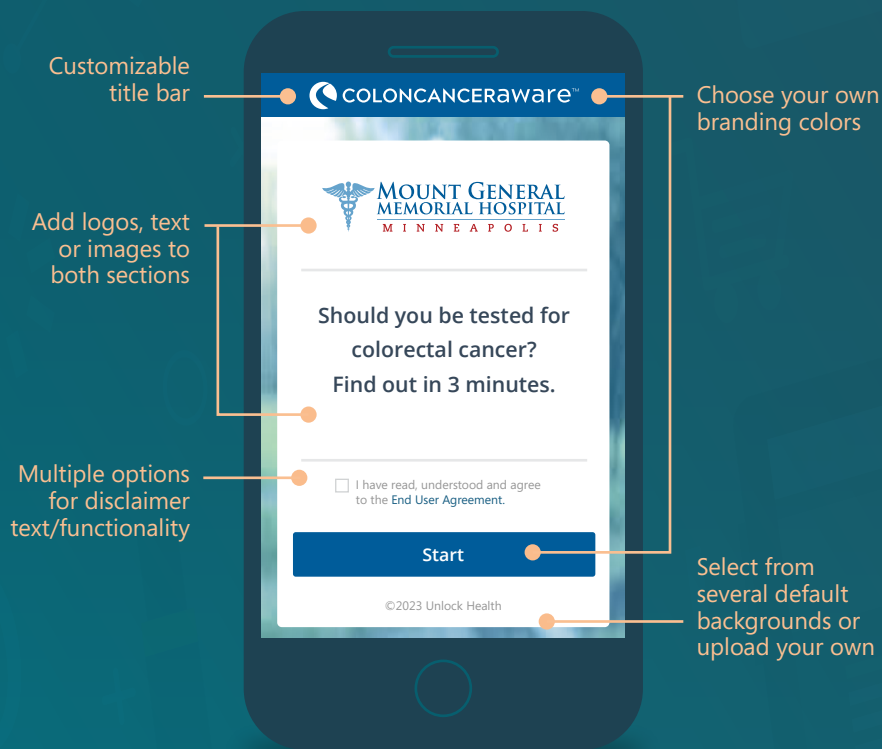
- ▶ Robust and mature platform
- ▶ Highly flexible & customizable
- ▶ Potent mar-tech integrations
- ▶ Broad data capture & analytics
- ▶ Automatic follow-up emails
- ▶ HIPAA compliant & HITRUST certified

Proven Success

For more than a decade, hundreds of high-profile health organizations have used our HRAs to engage millions of consumers, save lives and increase revenue.



More information at: <https://healthaware.com/coloncanceraware>



Deep Customization

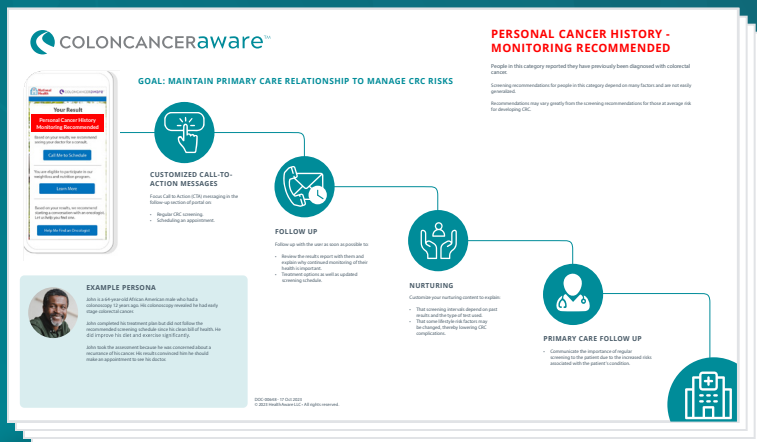
- ▶ Your branding, logos, colors, backgrounds, title, sidebars, legal language, organizational info, etc.
- ▶ Your required fields, CTAs, follow-up emails, notifications, workflow integrations and more...

Powerful Work-flow Options

- ▶ The assessment is just the tip of the iceberg. The *real power* is in the Management Portal.
- ▶ Custom marketing analytics, tagging, reports, & data transfer
- ▶ Flexible user data collection
- ▶ Actionable goal-driven follow-up: Emails, links, notifications, etc.

DELIVERING THE RESULTS IS JUST THE START

- ▶ Users who complete HRAs are uniquely invested and motivated.
- ▶ You have their health stats, contact info, and permission to message them. Forge a digital relationship via nurturing.
- ▶ Our *Follow-Up Guides* have detailed recommendations tailored to each Result Segment to assist you in personalization:



World-class Support

- ▶ We'll be there to help you out, every step of the way.
- ▶ Lean on us for tips, tricks, hacks, and best practices.

Superior Technology

- ▶ No outsourcing, ever. All dev is done by our in-house team.
- ▶ New features, enhancements, & integrations released bi-weekly.
- ▶ HITRUST certified: The gold standard in privacy, security, and compliance.



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