



an UNLOCK
company

Online Health Risk Assessment

ACQUIRE PATIENTS • GROW SERVICE LINES • BUILD BRAND



Roughly seven out of every ten U.S. adults are overweight or obese, a condition which can contribute to numerous serious health issues over time.

The evidence-based assessment calculates consumers' weight category (BMI) to determine if weight-loss surgery and/or weight loss may be recommended for their situation, and connects them to the right care path at your facilities.



BENEFITS FOR PATIENTS

- ▶ Help consumers understand possible treatment options at your facility based on well-respected research and algorithms.
- ▶ Enable users to conveniently seek treatment at the right point of care for their situation AND your facilities' resources.
- ▶ Empower them to have the highest quality interactions with your care professionals. Knowledgeable patients are better patients.

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/weightaware>

