Online Health Risk Assessment

ACQUIRE PATIENTS • GROW SERVICE LINES • BUILD BRAND

WEIGHTAWARE™

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.

MOUNT GENERAL MEMORIAL HOSPITAL MINNEAPOLIS Are you a candidate for weight-loss surgery? Find out in minutes.

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

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



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.

Proven Success

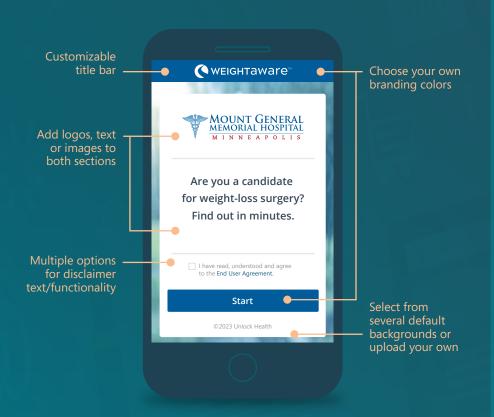
For more than a decade, hundreds of high-profile health organizations have used our HRAs to engage millions of consumers, save lives and increase revenue.



More information at: https://healthaware.com/weightaware

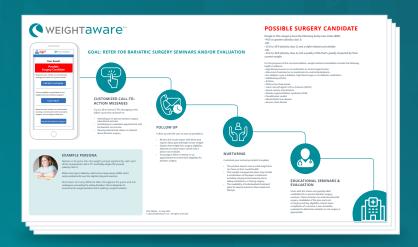


WEIGHTAWARE™



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:



Deep Customization

- Your branding, logos, colors, backgrounds, title, sidebars, legal language, organizational info, etc.
- Your required fields, CTAs, followup 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.

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.

