



Also known as gastroesophageal disease (GERD), it is a common condition among Americans. It is correlated with many major chronic diseases like heart disease or COPD. Unchecked, it can lead to significant complications.

This evidence-based assessment can help users understand their symptoms and see if treatment is warranted for their situation.



## BENEFITS FOR PATIENTS

- ▶ Help users quickly and easily estimate their personal risk levels, based on well-respected research and established algorithms.
- ▶ Empower consumers 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

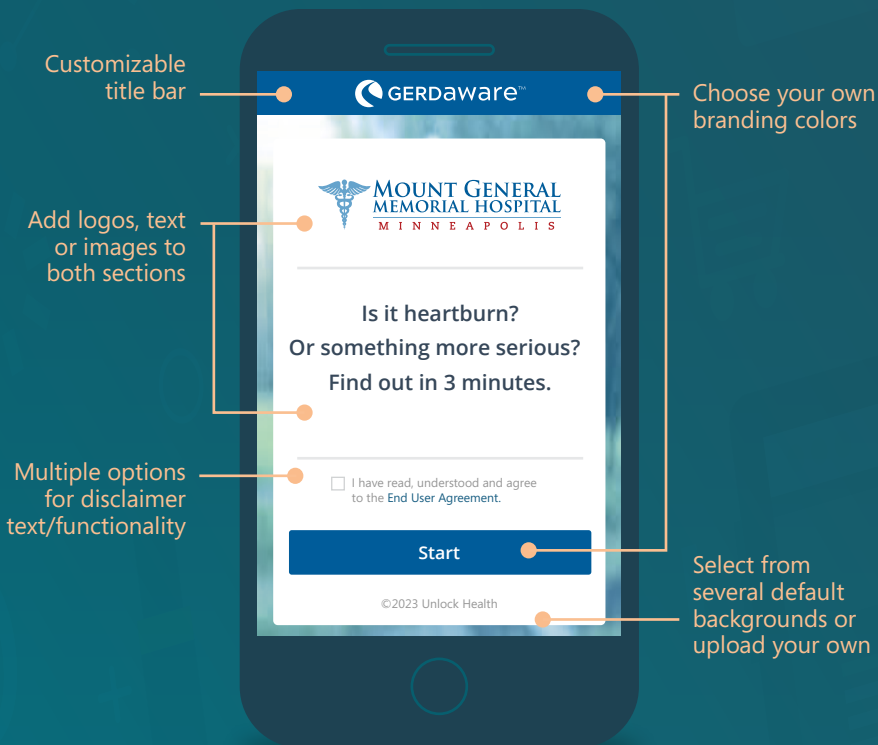
- ▶ Robust and mature platform
- ▶ Highly flexible & customizable
- ▶ Potent mar-tech integrations
- ▶ Broad data capture & analytics
- ▶ Automatic follow-up emails
- ▶ HIPAA compliant & HITRUST certified

## 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/gerdaware>



### 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

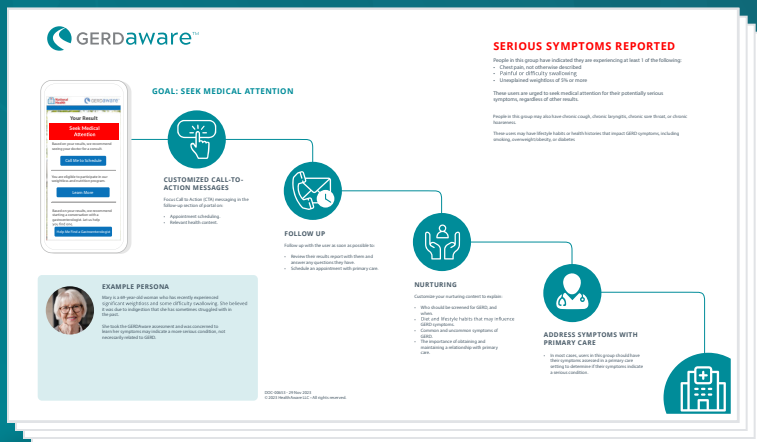
- ▶ Users who complete HRAs are uniquely invested and motivated.
- ▶ You have their health stats, contact info, and permission to message them. Forge a digital relationship via nurturing.
- ▶ Our *Follow-Up Guides* have detailed recommendations tailored to each Result Segment to assist you in personalization:

### 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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