

CONVERT WEB VISITS INTO OFFICE VISITS!

Attract • Engage • Convert

Medicom Health, developer of award-winning EVALIA® Personal Health Profilers and Self-Care Planners, provides online, evidence-based health assessments and planners designed to help you:

- ▶ **Identify at-risk populations** through user-provided health data
- ▶ **Engage motivated, at-risk consumers** and connect them with your healthcare providers
- ▶ **Acquire new patients** who are most in need of your services



Patient Acquisition & Retention

Attract new and underserved patients through the collection of more than 100 points of consumer-provided data relating to health, lifestyle, and demographics.

Engage consumers with our responsively designed platform that provides individualized health reports detailing health risks. Along with your unique calls to action, messaging, and branding, you will drive these highly motivated consumers to your healthcare providers.

Convert unknown web visitors into known patients by using the health data you collect for highly personalized one-to-one communications, such as custom emails based on risk level, insurance type, or other criteria, directly sent through the EVALIA platform.



Local Consumer Population

Community members that may or may not be aware of health risks

Consumers Who Search for Health Information

Motivated, engaged consumers will search for health information

At-Risk Consumers

Consumers you engage will take the assessment

Highly-Motivated Consumers

A percentage of at-risk users follow up on calls to action with appointments, procedures or other intervention

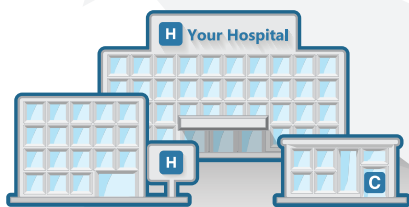
Positive Outcomes

Increased population health, widened community outreach & growth in revenue and market share

IMPROVE CARE. IMPROVE POPULATION HEALTH. REDUCE COSTS.

All EVALIA® Personal Health Profilers and Self-Care Planners are designed in an intuitive, mobile-friendly format, and are renowned for their effectiveness in identifying and engaging consumers who are at risk for certain health conditions.

- ▶ **Simplify personalized lead nurturing** with more than 100 points of consumer-provided health data per profiler completion.
- ▶ **Target the right patients** through Direct Target, our predictive modeling tool that identifies the best customers for your health profiler campaigns.
- ▶ **Easily monitor the success of your campaigns** through the platform's comprehensive, built-in tracking and analytics portal.
- ▶ **Connect and engage with mid-funnel consumers** through EVALIA® Self-Care Planners, a 6-week interactive program allowing users to track symptoms, monitor conditions, and change behaviors to improve quality of life.



Medicom Health, developer of EVALIA® Personal Health Profilers and Self-Care Planners, provides online, evidence-based health assessments and trackers designed to help clients meet consumer engagement, patient acquisition, and revenue goals. Our platform allows our clients, including leading health systems and hospitals, to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails, digital marketing services, and targeted lists based on predictive modeling.

PERSONAL HEALTH PROFILERS

Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

Metabolic

- ▶ Diabetes

Oncology

- ▶ Breast Cancer
- ▶ Prostate Cancer
- ▶ Colorectal Cancer
- ▶ Lung Cancer

Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

Weight Loss

- ▶ Weight-Loss Surgery
- ▶ Healthy Weight-Range

Urology

- ▶ Urinary Incontinence

Sleep

- ▶ Sleep Apnea

Lung Diseases

- ▶ Asthma Symptoms
- ▶ Asthma Symptoms (Children)

Behavioral Health

- ▶ Depression, Anxiety & Stress

SELF-CARE PLANNERS

- ▶ Urinary Incontinence
- ▶ Knee & Hip
- ▶ Back & Neck Pain



Learn more at www.medicomhealth.com