

## Case Study

# Growing Weight-Loss Surgery Revenue

## Using digital tools to drive engagement and increase surgeries

In 2016 a medium-sized health system tasked their marketing team with growing bariatric surgery revenue. For a long time, the system had relied heavily on traditional outreach to drive attendance to their bariatric surgery seminars.

With limited success, the marketing team realized the need to increase online engagement, personalized outreach, and seminar attendance in order to reach their increased surgery revenue goals.

[View the complete case study](#) to learn more about this hospital's success.

### SUCCESS OF CAMPAIGN

# 214

weight-loss surgeries performed to date

# 27%

of their matched leads converted to bariatric revenue

# 30:1

Return on Investment

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## Tips & Tricks

# Using Notifications to Improve Satisfaction

Are you using notifications properly...or at all? Housed in the Follow-up section of the management portal, Notifications allow your system to respond in real-time to those with the greatest need. These email alerts can be setup to notify internal stakeholders, like service line leaders or call center representatives, to do immediate outreach.

When someone completes an HRA and provides their contact information, they are often expecting the health system to contact them. In most cases, the sooner this is done, the better chance of converting those individuals to patients. With our Notification feature, you no longer need to wait until a CRM update happens or monitor HRA results manually – automation is the name of the game.

Historically, we have seen Notifications created to signal to your staff of High-Risk HRA completions of urgent or even life-threatening nature, like Heart Health, Diabetes or Stroke. Recently, however an uptick in systems creating Notifications for service lines with more barriers to access, like Sleep, Weight Loss and Behavioral Health, where it could take weeks to get an appointment. This personal outreach allows consumers to be scheduled right away thereby reducing the wait times and improving patient satisfaction.

For assistance setting up Notifications on your HRAs, please reach out to your **Strategic Client Partner**.

Promotion   **Follow Up**   Customization

Follow Up / Healthy Weight-Range Profiler / **Severe Impact**

! Notifications [Edit](#)

Email Addresses	Risk Levels
WeightManagement@OurHealthSystem.org	Severe Impact

## Health Awareness Month

# Winter is coming...Are you ready for New Year's Resolutions?

As we approach year-end and slide into the holiday season, you likely fall into one of two camps: your staff is alternating PTO and the work load is lightening or you are all in a mad dash to the finish line. There is no right or wrong, but the fact of the matter is that one of the highest grossing service lines for many systems is

weight-related surgery and that coincides directly with those looming New Year's Resolutions.

***In other words, it's go-time!***

Scaling back on marketing this time of year may seem

the intuitive thing to do. After all, your consumers are being inundated with coupons, holiday messages, cards and incentives to shop for toys/clothes/food. Healthcare may seem like the last thing on their mind, but there are two very important things to consider:

1. Many people have met annual deductibles and can have visits and procedures without incurring great expense, and
2. Your competition is likely scaling back on efforts for the very reasons listed above. In other words – now is your chance to gain market share.

Integral to your success is a measureable call-to-action and that is where Medicom can help. With two weight-related HRAs, you can essentially choose your path.

Our Weight Loss Surgery HRA offers an outcome of “Recommended” or “Not Recommended” for further discussion with the service line about surgical options, and our Healthy Weight Range HRA provides consumers with a snapshot of whether they have what is considered, by national standards, to be a healthy weight.

In other words, you can choose to be very specific in guiding folks toward surgical options or opt for a lighter message that could suit a larger audience. Either way, you can offer a CTA for one of the most researched healthcare topics and nurture respondents for long-term marketing success.

To see a demo of these options, please reach out to your Strategic Client Partner today.

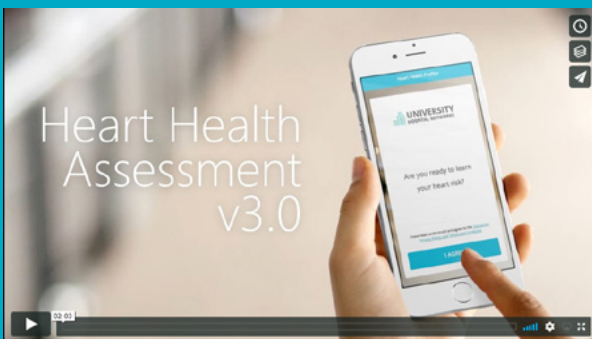
## Coming in 2018

# Brand New Versions Of Our HRAs

The best HRAs for patient engagement are getting even better! All 18 of our service-line specific assessments will be updated in 2018. Data from a million users and input from hundreds of hospitals defined the re-design:

- ▶ Improved mobile experience
- ▶ Inline feedback
- ▶ Splash screen editor
- ▶ Page transitions
- ▶ Custom sidebar
- ▶ Easier to deploy
- ▶ Less clinical

**Take 2 minutes and see the innovations in a mock-up of the Heart Health assessment.**



## Health Awareness Month

# Market Heart-Smart

American Heart Month. Go Red for Women. National Wear Red Day. It will all be here before we know it.

The reality is, you’re probably already elbow deep in marketing strategy: determining which ads to run where, scheduling physician seminars, planning for wellness fairs. Whether your system offers cardiovascular services or you refer them, heart health is important to all of us. It is why our Heart Health HRA is our most popular, all year-round.

It’s really no surprise we see the popularity of the Heart Health HRA continue to rise. With population health at the forefront of what many of us do every day, and the knowledge that someone dies of CVD every 40 seconds, we are always working toward improved statistics. This HRA can be completed in as little as 5-minutes and give the user instant feedback to know their heart age and it provides suggestions to improve scores. Even if someone has taken the HRA previously, regular retakes can be critical in identifying progress or regression.

**If you don’t yet have the Heart Health HRA in your mix**, let us know. We can provide clinical methodology for internal approval, walk you through the profiler questions, help you understand the best practices for follow-up and best of all – get you live before **Heart Month arrives in February.**

## If you already have the Heart Health HRA implemented, here are some things to consider:

- ▶ Use your Heart Health HRA as a call-to-action on all marketing materials, even if it is the secondary CTA.
- ▶ If you are doing a giveaway, make it part of your HRA Customization. You can add it under "Special Offer" to have it appear within the profiler.
- ▶ Train 1-2 people to walk around with tablets, at events, helping attendees to learn their Heart Age.
- ▶ Review the demographics of your audience. If you want to add a Spanish language version, please let us know.
- ▶ Revisit your Follow-up email messages. Remember you can change these in the portal as often as you'd like, so they can always be timely and relevant.
- ▶ Maximize your follow-up emails by doing comorbidity messages. We have built in a feature for you to send condition-specific messages to those who indicate they are smokers, overweight/obese, have high blood pressure, etc.
- ▶ Remember! The new v3 version of the Heart Health profiler will be released soon.

## Support Article

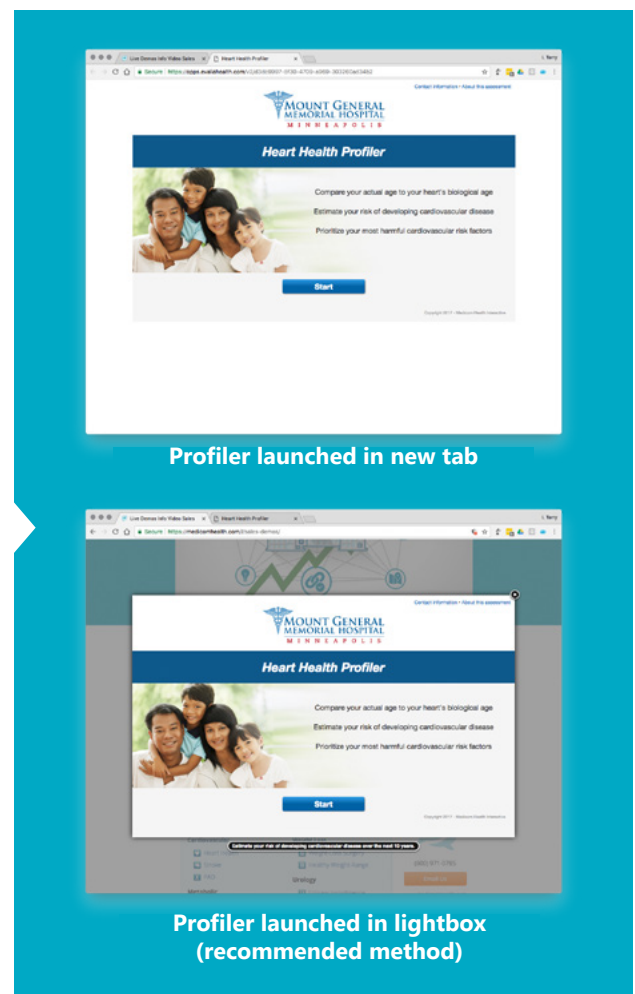
# Best Practice: Using the Lightbox Implementation

**When a user clicks to launch an HRA from your website, what happens? Does the HRA open in a new page or tab, or does it appear as a pop-up lightbox over the content of your hospital website?**

Based on the results we have been monitoring, the lightbox approach has shown significantly greater response and completion rate from desktop computers. When this setup is in place, the page behind the HRA will be dimmed and prevents the user from leaving the page they are viewing.

The benefit is that when someone is researching, for example, "lung screening" on your site, they can take the related HRA and once complete, go right back to where they were. By not steering them to a new window, the user experience is improved.

*Good news is, this is as simple as embedding YouTube code.* For more detail on how to implement the lightbox option, [visit our Help Desk](#). If you're unsure if you have this implementation currently in place, reach out to your Strategic Client Partner for assistance.



## Medicom News

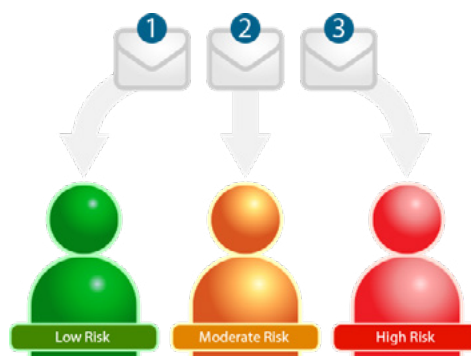
# Email Nurturing Hits New Heights

Email. You already know it is one of the most cost-effective marketing strategies in your toolbox, but did you know it could be even more efficient? Coming soon, Medicom will expand the ability for you to send HRA follow-up emails through the management portal from just three up to 10, per risk level and presence of provider, for no additional charge.

Of course, not every person taking an HRA will require such involved follow-up, but this option will give you greater flexibility to help navigate users through your digital journey map. For those who may be High-Risk and without a PCP, multiple months of email may be what they need to steer them into the clinic.

On the other hand, if someone is already engaged with a provider and not at an immediate risk, then fewer and further spaced messages may be just what they need to keep them satisfied and engaged.

Bottom line is that this feature will allow you greater control over the messages people receive when they receive them and doesn't require additional marketing automation software or CRM to execute. You can do more with less. More information will come as the development nears completion. In the meantime, talk with your Strategic Client Partner on some message suggestions and how you may best implement this when ready for launch.



## Portal Feature

# Automated Performance Report Emails

We understand how it is. You have the best of intentions that each week you are going to log into the management portal, look at the results, see how things are performing, and make strategic changes to improve completion rates or ROI. Trouble is, Monday morning rolls around and suddenly you have an Inbox full of urgent action items and the reporting piece falls by the wayside.

We understand and want to simplify the process. Did you know you can schedule automated performance reports to send to your email daily, weekly, monthly or even quarterly? In the management portal, under **Reports -> Schedule Reports -> Add Scheduled Reports** you can create reports to analyze each HRA independently or view them all comprehensively and include the content you need to do your job.

Best part? It will be there in your Inbox when you are

ready to review it. No need to set that reminder on your Outlook calendar anymore! For assistance setting up automated reports, please speak with your Strategic Client Partner. Measuring the effectiveness of different campaigns (Campaign A vs. Campaign B)

- ▶ Measuring the effectiveness of different campaign mediums (SEM vs. social media)
- ▶ Measuring the effectiveness of different landing pages (Page A vs. Page B)

In each case listed above, you have the ability to access and understand both the volume of traffic (How many users are getting to the profiler?) and the quality of the traffic (Are the users expecting this content and converting?)



## Staff Spotlight

# Cindy Campbell-Lashley's a Right/Left Brain Phenom

There are few people in the world who are masters when it comes to artistic and creative thought, but can still understand the intricacies of science and genetics – but Medicom is lucky enough to have one of those individuals. Cindy Campbell-Lashley joined the team in 2011 as a product architect and digital content developer. In short – she's the brains behind the HRA algorithms used to calculate risk for your patients and prospects.



Combining her background in human genetics, graphic design, and education Cindy's days are now spent designing health risk assessments for the Medicom portfolio, analyzing the questions asked, data points gathered, reviewing updates in research, and improving the user experience. Medicom's ability to be the market leader in digital health risk assessments is directly tied to people like Cindy and their commitment to being at the forefront of medical research.

Previously, she spent a decade in Mexico City, teaching English as Learned Language (ELL) to people of all ages and later began a career with a major U.S. airline that took her around the globe. Her eventual return to MN was punctuated by a stint in a genetic counseling master's program, the writing of a professional genetics book, and a two-year exploration of graphic design at the Minneapolis College of Art & Design.

Cindy loves to talk about the science behind the HRAs and has been known to hop on calls with medical specialists at client health systems to ensure everyone is comfortable with the assessments. She, and the whole team at Medicom, truly strive to make our HRAs best-in-class.

### A little about Cindy...

#### Current Netflix Binge:

*Game of Thrones. Just kidding; I've never watched a single episode, but if I ever binge watch, that's what it'll be!*

#### Hometown:

Duluth, MN, on the shores of Lake Superior. Plus 10 years in Mexico City before eventually setting up camp in Minneapolis.

#### Hobbies:

Anything that seems interesting at the time. I'm currently into hand-building pottery and junk journaling.

#### Work Motto:

"Innovation distinguishes between a leader and a follower." – Steve Jobs

#### Best part of her job?

I love a mental challenge, learning new things, and building a better mouse trap. My job affords me opportunities for all of those.

## Upcoming Events

# White Papers and Webinars coming Soon...

**Current recorded Webinars are located on our website located here:**

<https://medicomhealth.com/recorded-webinars/>

# About Medicom Health

Medicom Health provides online evidence-based personal health assessments and personal health planners designed to help hospitals and health care systems meet patient acquisition, consumer engagement, and revenue goals. The platform allows clients to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails and promotional services.



## Health Risk Assessments

Heart Health\*

Stroke

PAD

Diabetes

Breast Cancer

Prostate Cancer

Colorectal Cancer

Lung Cancer

Knee & Hip

Back & Neck Pain

Weight-Loss Surgery

Healthy Weight-Range

Urinary Incontinence

Sleep Apnea

Asthma Symptoms

Asthma Symptoms  
(Children)

Anxiety

Depression

\*v3 coming soon

## Self-Care Planners

Knee & Hip

Back & Neck Pain

Urinary Incontinence

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