Medicom Health

KNOWLEDGE BYTE

OCTOBER 2017

Case Study

OSF HealthCare Strikes Big with Stroke Awareness

OSF HealthCare, in west central Illinois, had made the decision to focus hefty strategic efforts on driving traffic to stroke prevention and services. The goal was not to simply pull in existing patients with stroke symptoms or risk factors, but instead help the communities they serve to better understand that stroke risk can be identified early through proper assessment. Further, they worked to educate their audience that the initial steps for the consumer does not necessarily mean making an appointment, as many stroke symptoms can be tracked via proper digital assessment of factors like genetics, lifestyle choices and physical condition.

View the complete OSF HealthCare case study to learn more about OSF HealthCare's solution and success with the Medicom Health HRAs.

SUCCESS OF CAMPAIGN

523
new patients within service line

20%
of HRA consumers scored as high risk for stroke

47%
of those completing have a BMI considered obese

$3.3M
in total payment generated

OSF® HEALTHCARE

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Tips & Tricks

Mobile Optimization

Today nearly 80% of all HRA completions are being executed on mobile devices. To that end, we have made it as easy as one-click of a radio button to convert your HRAs to be mobile-friendly.

80% of all HRA completions are being executed on mobile devices

Enabling Mobile Optimization removes the following content from the mobile experience:

▶ Intro page

▶ Sidebars

▶ Client logo on interior pages

▶ Evalia logo

▶ Newsletter sign-up (if enabled)

▶ *Knowing Your Numbers* pop-up (where applicable)

▶ *Contact Information* and *About This Assessment* links on interior pages

▶ Second and optional third text bullet (Privacy Info) on Contact Information Form

As we shift all HRAs to our new v3 format, the need for this step will diminish, but in the meantime, it will only take a few minutes to review your customization tab in the portal to review the status of your mobile-friendliness.
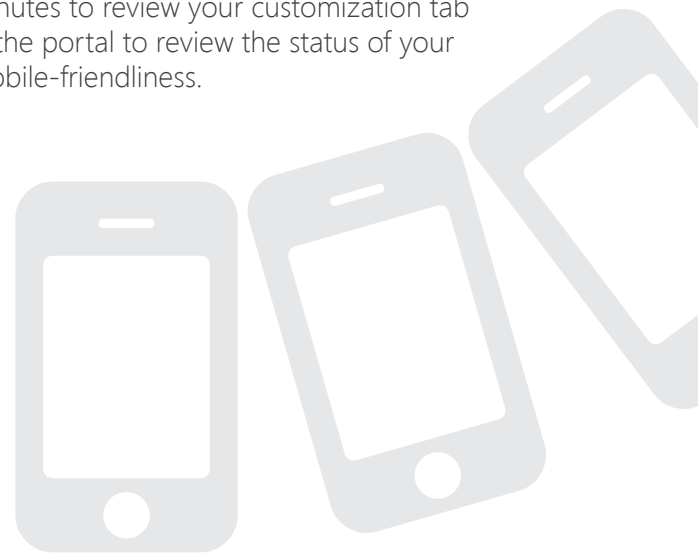
Health Awareness Month

October is Breast Cancer Awareness Month

The pink is in full effect. Are you ready? Breast Cancer Awareness Month is always well promoted by our clients, but the question always remains: Did our healthcare system see any value beyond simple awareness? This question can only be answered if you've given your consumers a trackable call-to-action. As we at Medicom travel and meet with health systems throughout the country, we have the benefit of hearing some of the great events being planned where the HRAs are being incorporated in a way that captures contact info in a meaningful and trackable way.

Perhaps one of the most creative ideas this year was an evening event where women can enjoy mimosas, speak with providers, complete the Medicom Breast Cancer Risk Assessment on tablets, and – of course – participate in routine screening mammograms. The beauty of this event is that it takes the track-ability beyond simply "who registered to attend," but allows the planning staff to get full contact info on these women, as well as their risk level and comorbidities. The personalized follow-up that this allows for is second to none.

If you're interested in launching a Breast Cancer Risk Assessment in time for an upcoming event, we are here to help. Reach out to your Client Partner today for more information. There is still time!

November is American Diabetes Month

First, the facts. According to the American Diabetes Association, diabetes is the 7th leading cause of disability and death in the United States today. Over 30 million adults are affected, and of those people, 7.2 million have never been diagnosed. This means that in your market, there are potentially thousands of parents, caregivers and workers walking around completely unaware they have a treatable life-threatening condition. So, what do you do?

Many health systems we work with are partnering up with local community groups, radio stations, buying outdoor ad space, and pushing SEM and social advertising to drive adults to their online Diabetes HRA, where consumers can answer a few simple questions about their lifestyle, family history, medical conditions and lab values like cholesterol and glucose levels to determine their risk for developing diabetes in the next 8 years. Those falling into High Risk categories are often forwarded to the system's

Diabetes Education program for follow-up and possible appointment setting.

Building out this program can be invaluable to achieving community needs assessment goals, improving population health and improving favorability toward your brand. If you'd like to see a demo or learn about pricing options, please reach out to your Client Partner today.

Support Article

Using Email Templates

Did you know we have templates available for you to use in creating your HRA follow-up messages? Now it is easier than ever to create custom content which corresponds to the user's particular result on the HRAs they complete. Our WYSIWYG editor allows for intuitive use of them system and takes the complexity out of email. Your colors, logos and images can all be injected to match corporate branding your consumers are used to. Find step-by-step visual instructions here.

Find this article and much more information on how to optimize your HRAs by visiting our online Help Desk at: **https://support.medicomhealth.com/**

Medicom Health News

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

▶ Splash screen editor

▶ Custom sidebar

▶ Inline feedback

▶ Page transitions

▶ Easier to deploy

▶ Less clinical

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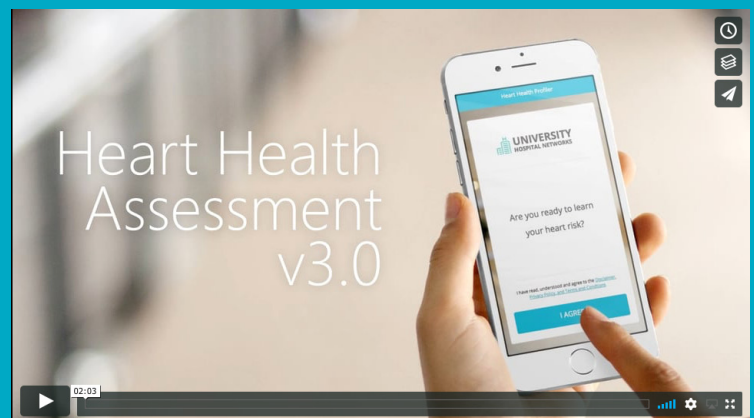
Portal Feature

Tagging for Attribution

There are several good reasons to segment your profiler data based on where the traffic to that profiler is coming from. Here are some examples:

- ► 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?)

Medicom makes it easy to apply tags to track where your traffic comes from, providing you two separate options that will add data to your Traffic Source Report. First is our custom traffic source tag, or as we like to call it: the 'S' Tag. Second is a commonly used standard in the web-world, the UTM source tag.

In order to support this sort of campaign testing and refining, we provide a built-in "Traffic Source Report" inside your HRA Management Portal. This report is automatically generated using a special URL parameter (tag) when you send users to an HRA.

To implement, you simply add **?S=** or **?utm_source=** followed by the tag of your choice — such as Facebook, Twitter or LinkedIn — to the end of any Profiler URL when you configure your landing pages. Once this URL is used, the Traffic Source Report will provide feedback about where your campaign traffic is coming from and how well it is performing. This makes it easier to see whether one medium outperforms another when it comes to driving traffic to your profilers.

Examples:

https://apps.evaliahealth.com/v2/401033a4-2c9a-4671-9df1-57e42cc7e877**?S=facebook**

https://apps.evaliahealth.com/v2/401033a4-2c9a-4671-9df1-57e42cc7e877**?utm_source=facebook**

Using these tags makes it so much easier to attribute actions, take credit for marketing efforts and better understand the value of each of your marketing tactics.

Bridget Thomas Brings Client Service to the Forefront

In June of this year, Bridget Thomas joined Medicom as a leader on the client service team, bringing with her a breadth of knowledge in the healthcare space. Growing up in a family of providers to critical access hospitals, she took note early on of the importance of quality healthcare and proper outreach. From there she went on to work as a marketing manager for a small system in south central Wisconsin, eventually moving into clinic management and liaison work.

When a job changed forced her relocation, Bridget joined Tea Leaves Health, a leader in the CRM space, where she worked remotely doing client work, running trainings, and developing relationships. After 4 years she jumped ship and joined Medicom mainly because, "HRAs are the best digital call-to-action I've seen!" Recommending the HRAs throughout her career, this felt like the next logical step. If you haven't had a chance to meet her yet – you will soon. A good portion of her time is spent face-to-face with clients talking through operational hiccups, ways to best target consumers, appropriate use of budgets and most importantly – how to measure effectiveness of marketing dollars. Feel free to reach out to her at: BThomas@medicomhealth.com.

A little about Bridget...

Current Netflix Binge:
Shameless. Oh man. What a show!

Hometown:
Onalaska, WI but I've lived in nearly every corner of Wisco – except the Northwoods; I'm saving that for retirement.

Hobbies:
Soccer, Swimming, Dance Class and anything else my 5-year-old daughter or 2-year-old son take interest in. Oh, and learning how to cook in an InstantPot.

Work Motto:
"Run the day or the day runs you" from Jim Rohn. It's written on a wall in my office.

Best part of her job?
Getting to travel to all sorts of places. Whether it's the middle of Missouri or Manhattan – everywhere I go has something special to offer. And I get to learn so much...like what a Palmetto Bug is and the grammatical difference between "y'all" and "all y'all!"

Upcoming Events

21st Annual Healthcare Internet Conference

October 23-25, 2017
The JW Marriott | Austin, TX, Booth #35

HCIC is brings together leaders in healthcare Marketing, Information Services, Web, eHealth, mHealth and Big Data. As the healthcare, digital space continues to change, evolve and grow in importance, it is more essential than ever to stay ahead of the curve on strategy, web development and digital marketing.

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*	Weight-Loss Surgery
Stroke	Healthy Weight-Range
PAD	Urinary Incontinence
Diabetes	Sleep Apnea
Breast Cancer	Asthma Symptoms
Prostate Cancer	Asthma Symptoms (Children)
Colorectal Cancer	
Lung Cancer	Anxiety
Knee & Hip	Depression
Back & Neck Pain	

*v3 coming soon

Self-Care Planners

Knee & Hip	Urinary Incontinence
Back & Neck Pain	

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