

Population Health: Diabetes

From Unknown Digital Prospect to Patient Encounter

CHALLENGE

The increasing prevalence of diabetes and prediabetes inspired leaders throughout Monterey County in north-central California to form a collaborative to combat this pervasive condition.

As part of this initiative, local organizations and Community Hospital of the Monterey Peninsula (CHOMP), part of Montage Health, educated at-risk community members and encouraged lifestyle changes before type 2 diabetes developed. The goal of the campaign was not to drive revenue, but rather reduce healthcare costs and demand on resources. Reversing the trend and improving population health was at the core of the initiative.

SOLUTION

CHOMP added Medicom Health's Diabetes Health Risk Assessment (HRA) as an engaging call-to-action (CTA) in their digital campaign to further serve their community's needs. As a longtime Medicom Health client, CHOMP was already familiar with the value HRAs create for service line initiatives. Adding the Diabetes HRA proved ideal for the population health program CHOMP was implementing. It assesses individuals not currently diagnosed with diabetes and provides them with their risk for developing the disease over the next 8 years.

Using targeted Facebook ads and Google AdWords campaigns, the team at CHOMP drove digital traffic to the dedicated section of their website where the HRAs reside. Anytime a Diabetes HRA was completed, a notification was emailed in real-time to the Diabetes Program staff. CHOMP's population health strategy for respondents with a high-risk result included personalized outreach calls which offered education, resources, and consultation.

"The Diabetes HRA has been very popular, to the point that we need to focus on leveraging that popularity by improving our personal nurturing of leads."

—Leanne Wentworth, Diabetes Specialist

SUCCESS

Using the Diabetes Health Risk Assessment as the CTA for their digital campaigns CHOMP saw **600 user completions in 6 months, 45% provided contact information**, and over half of the respondents are at an elevated risk for developing diabetes in coming years.

SUCCESS OF CAMPAIGN

33

new patients directly attributed to campaign

5-10

business days, on average, from HRA completion to billable encounter

100%

of patients seen were within the diabetes management service line

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.



For more information, contact:

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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