

Hospital Foundation Implements HRAs to Improve Women's Health

Using HRAs to promote brand awareness and community health

CHALLENGE

Clinicians at a community health system in Wisconsin were challenged with attracting residents to their free monthly breast cancer screenings. With only a handful of women participating in each session, they realized a shift in the approach was needed to reach more women in a different way.

SOLUTION

In 2009 the U.S. Preventive Services Task Force published new recommendations suggesting women should start mammography screening at age 50 instead of age 40 which caused some confusion among patients. Because of Medicom's proactive approach to updating the underlying methodology in HRAs, this health system jumped at the chance to use this tool.

A genetic counselor added, "What most people missed from that report is those recommendations are only for low-risk patients. A woman still needs to know her risk to understand if she can wait until age 50 or if she needs mammograms sooner."

SUCCESS

In just one month, the health system captured 856 unique user completions with an astounding 53% providing their contact information and accessing their personalized risk report. Of those, 61 users were identified as high risk which helped meet the Breast Cancer team's mission of the identifying patients and encouraging them to begin screening and intervention earlier. Physician recommendations to those patients might include 3D-mammography, breast MRI screening or chemoprevention, such as Tamoxifen therapy.

Additionally, of Medicom's 100+ other clients currently using the Breast Cancer HRA, the health system quickly became the year-to-date number-two top performer in user completions.

"This is so much more convenient – people can complete the risk tool from their homes, or when they're on the phone looking at Facebook," a genetic counselor said. "They can get the information when they want it."

SUCCESS OF CAMPAIGN

856

unique user completions

53%

provided their contact information

61

users identified as having high-risk of breast cancer



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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Colorectal Cancer
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Knee & Hip
Back & Neck Pain

Weight-Loss Surgery
Healthy Weight-Range
Urinary Incontinence
Sleep Apnea
Asthma Symptoms
Asthma Symptoms
(Children)
Anxiety
Depression

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Self-Care Planners

Knee & Hip
Back & Neck Pain

Urinary Incontinence