Calls To Action Report

Follow Up

EVALIA *Personal Health Profilers*

Filters: Heart Health Profiler V3 (V3 DEMO) All Risk Levels

High Risk - Existing Condition - Has PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
10/10/2018 - 10/30/2018				
Appointment Scheduling	1	2	0	0%
Results Report	2	2	1	50%
Other	3	2	1	50%
05/23/2018 - 10/09/2018				
Appointment Scheduling	1	8	1	13%
Results Report	2	8	5	63%
Social Sharing	3	8	0	0%
02/02/2018 - 05/22/2018				
Appointment Scheduling	1	10	3	30%
Results Report	2	10	5	50%
Other	3	10	4	40%

High Risk - Existing Condition - Does Not Have PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Find a Doctor	1	20	2	10%
Appointment Scheduling	2	20	1	5%
Results Report	3	20	8	40%

High Risk - Has PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Appointment Scheduling	1	5	0	0%
Results Report	2	5	4	80%
Other	3	5	0	0%

High Risk - Does Not Have PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Find a Doctor	1	20	0	0%
Appointment Scheduling	2	20	0	0%
Results Report	3	20	13	65%

Moderate Risk - Has PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Results Report	1	22	20	91%
Other	2	22	4	18%
Appointment Scheduling	3	22	3	14%

Moderate Risk - Does Not Have PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Find a Doctor	1	4	1	25%
Results Report	2	4	3	75%
Other	3	4	0	0%

Low Risk - Has PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Results Report	1	24	13	54%
Social Sharing	2	24	0	0%
Other	3	24	2	8%

Low Risk - Does Not Have PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Find a Doctor	1	4	1	25%
Results Report	2	4	1	25%
Social Sharing	3	4	0	0%

Unknown Risk - Has PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Results Report	1	3	2	67%
Other	2	3	0	0%
Appointment Scheduling	3	3	0	0%

Unknown Risk - Does Not Have PCP

Call To Action	Priority	Impressions	Clicks	Click Rate
02/02/2018 - 10/30/2018				
Find a Doctor	1	2	1	50%
Results Report	2	2	1	50%
Other	3	2	1	50%