

Prepared for: Mount General Memorial

Renewal Date(s): 2/9/21

| HRA Status | | | | |
|---------------------|-------------------|------------|------------------------|--|
| Туре | Location | Status | | |
| Breast Cancer | Cancer Center | Not Active | Stopped receiving data | |
| COVID-19 Symptoms | | Active | Receiving data | |
| Diabetes | | Active | Receiving data | |
| Heart Health | Cardiology Center | Active | Receiving data | |
| Knee/Hip | | Active | Receiving data | |
| Weight Loss Surgery | Bariatric Surgery | Not Active | Not launched | |

Data as of: 2/2/2021

| HRA Performance | | | | |
|---------------------|-------------------|---------------------------------|--|--|
| Туре | Location | Performance | | |
| Breast Cancer | Cancer Center | Below Avg - 35% Completion Rate | | |
| COVID-19 Symptoms | | Above Avg - 55% Completion Rate | | |
| Diabetes | | Below Avg - 23% Completion Rate | | |
| Heart Health | Cardiology Center | Above Avg - 53% Completion Rate | | |
| Knee/Hip HRA | | Above Avg - 44% Completion Rate | | |
| Weight Loss Surgery | Bariatric Surgery | N/A | | |

Date Range: October 2020-January 2021

| Current Active Integrations | | | | |
|-----------------------------|----------------------|---------------------|--|--|
| Integration Name | Туре | Current Status | | |
| Marketo | Marketing Automation | Active for all HRAs | | |
| SFTP to Healthgrades Legacy | CRM Monthly Transfer | Active for all HRAs | | |
| Conifer | Call Center | Heart Health Only | | |

New Features/Updates Launched (Last 3 months)

Salesforce Marketing Cloud Integration - Marketing Automation integration delivering contact details to SalesForce Marketing Cloud in real-time as users complete HRAs.

COVID Vaccine Strategy Guide - A guide to using all of your HRAs as a messaging tool around COVID vaccines, including early outreach to at-risk populations.

COVID HRA Science Update - Added pregnancy to the COVID HRA symptom assessment based on updated CDC guidance.

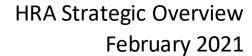
Formstack Integration - A new marketing stack integration with Formstack allowing Marketing teams to use existing tools to read in data from the HRAs. The Formstack integration posts relevant data from the HRA directly to a Formstack form.

Recommended Actions

Finish implementing Weight Loss Surgery HRA

Verify that the Breast Cancer HRA is still available on your website and there are no issues Implement COVID Vaccine Calls-to-action and Messaging with all HRAs

Schedule follow-up on Diabetes HRA to discuss customization changes to boost completion rates





Current Progress to Goal

Goal #1: Exceed 50,000 completions in 2021 across all offered HRAs.

Current Progress: Q1 Completions-to Date - 14,000 (28%)