

Prepared for: Mount General Memorial
Renewal Date(s): 2/9/21

HRA Status			
Type	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		
Type	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	Type	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)
<p>Salesforce Marketing Cloud Integration - Marketing Automation integration delivering contact details to Salesforce Marketing Cloud in real-time as users complete HRAs.</p> <p>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.</p> <p>COVID HRA Science Update - Added pregnancy to the COVID HRA symptom assessment based on updated CDC guidance.</p> <p>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.</p>

Recommended Actions
<p>Finish implementing Weight Loss Surgery HRA</p> <p>Verify that the Breast Cancer HRA is still available on your website and there are no issues</p> <p>Implement COVID Vaccine Calls-to-action and Messaging with all HRAs</p> <p>Schedule follow-up on Diabetes HRA to discuss customization changes to boost completion rates</p>

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%)