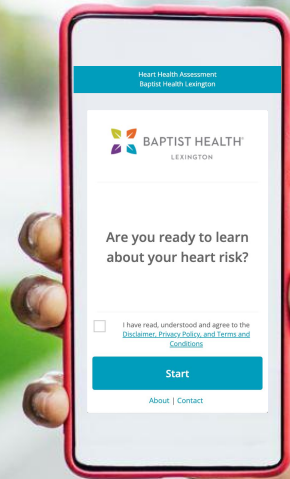


| Now What? Moving Beyond Basic HRA Strategies & Tactics



Jillian Novak

Senior Inbound Marketing Specialist - Baptist Health



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Jillian got her start in the world of healthcare marketing in 2015 and has experience working with both B2B and B2C companies to execute digital marketing campaigns that generate leads and drive retention and revenue growth. As a Senior Inbound Marketing Specialist, she oversees CRM, lead management, and marketing automation strategies.

Tami Weigold

Senior Director, Client Development - Medicom Health



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Tami has been in the healthcare marketing space for nearly two decades – working in both large hospital systems and independent medical groups. The majority of her career was spent in San Diego, leading marketing and communications efforts for both Sharp Healthcare and Palomar Health. With a hefty focus on CRM, ROI analysis and the patient experience, Tami was an early adopter of digital technology.



After a move to Connecticut, with her husband Justin and children Molly and Max, Tami joined the Client Success team at Medicom Health and works to be a valued strategic resource to her clients.

About Baptist Health

- Baptist Health is a nine-hospital system headquartered in Louisville, KY, with locations throughout the state and southern Indiana.
- We have over 400 points of care that include outpatient facilities offering urgent care, occupational medicine, physical therapy, and diagnostics.



About Medicom Health

-  Our HRAs convert web visits to care visits through personalized, evidence-based feedback and recommendations. In short, they help patients figure out next steps for their exact situation.
-  Our Management Portal for clients features a wealth of customization, automation, integration, and reporting options for seamless use in any digital workflow.

Learning Objectives

- ✓ Real-world HRA lessons learned over a decade
- ✓ Power-user concepts for maximizing HRA traffic
- ✓ Nurturing more leads from HRA completions to care visits

Baptist Health's HRA in Market



Breast Cancer



Colorectal Cancer



Lung Cancer



Healthy Weight Range



Weight-Loss Surgery



Knee & Hip Joint Pain



Acid Reflux

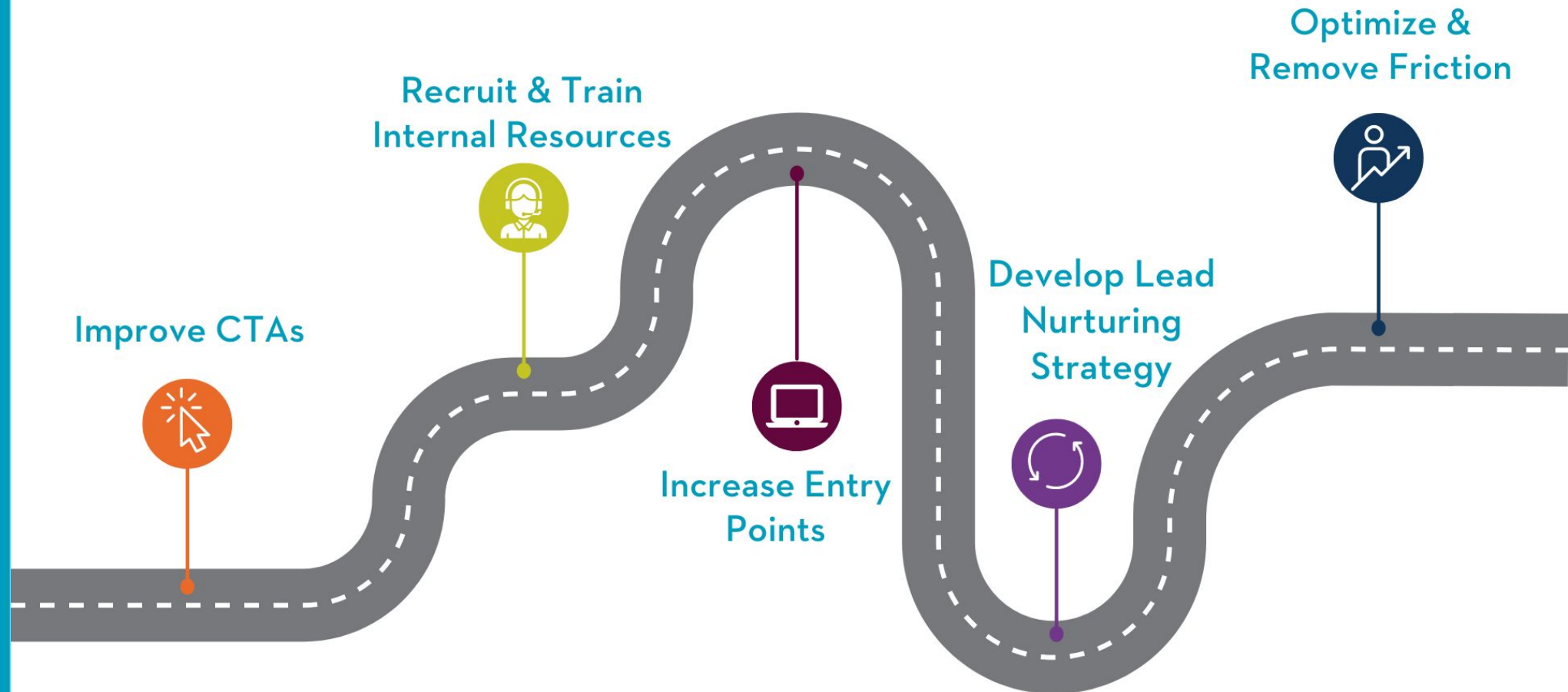


Heart Health

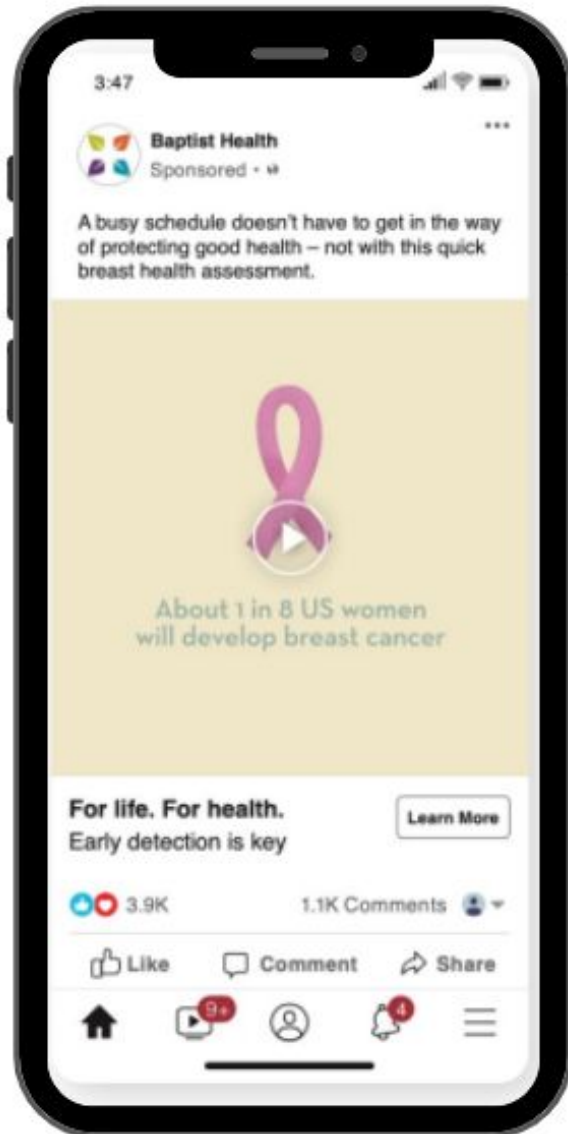


Stroke

Baptist HRA Journey



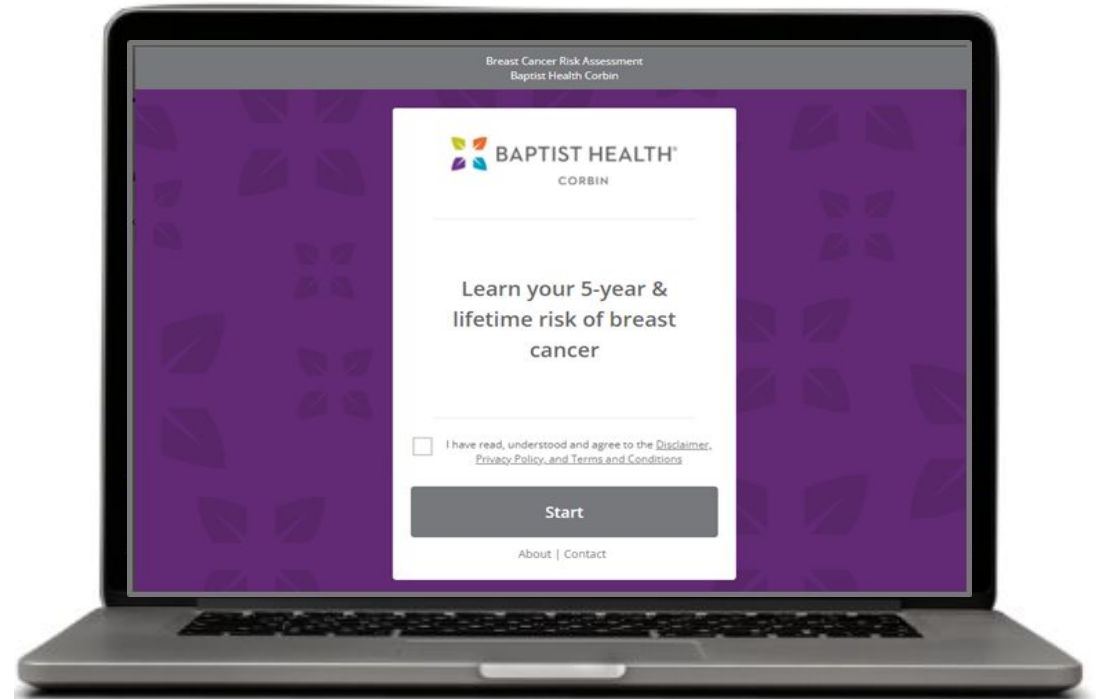
Omni-Channel Strategy



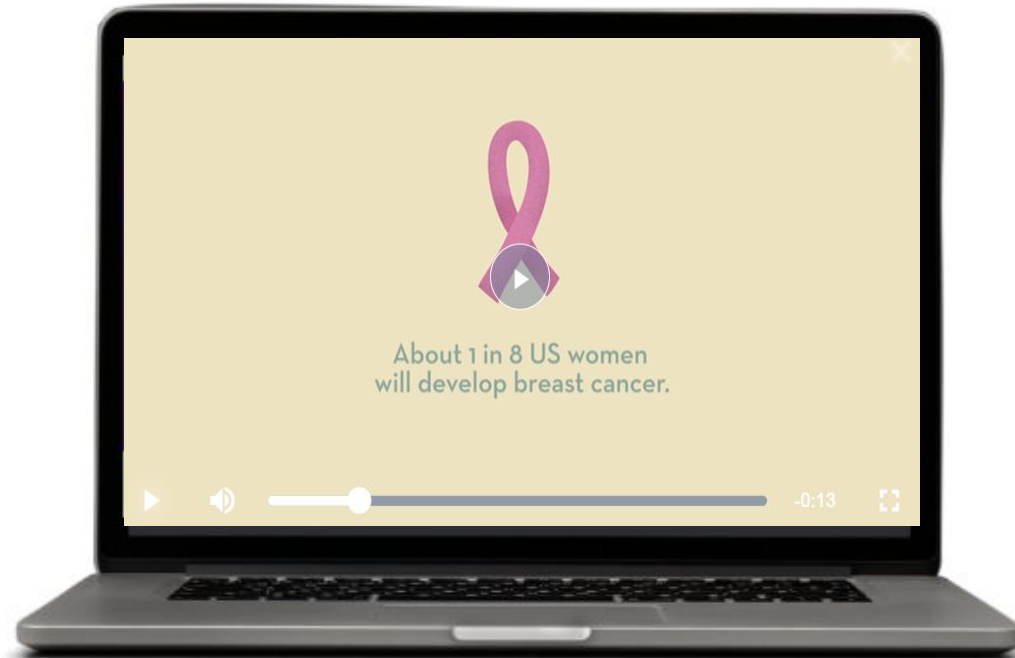
Ad • <https://www.baptisthealth.com/>

Breast Cancer Assessment - Take A Cancer Risk Assessment

Leading Breast Cancer Care Center That Treats You Like Family. Learn More. Learn More About...



Breast Cancer HRA Awareness Video

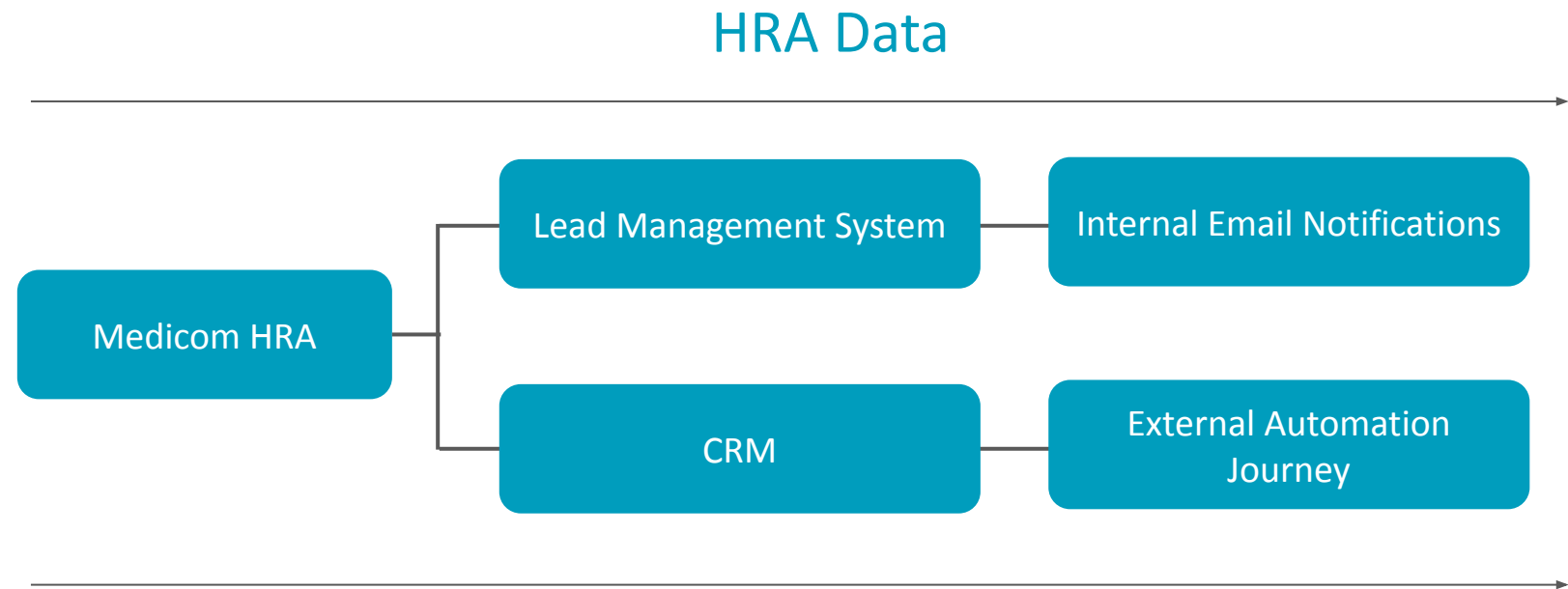


Cost Savings


Assets such as awareness videos can be recycled each year and shared across multiple channels.

Follow-Up Process

- Streamlined lead management
- Tracking follow up history
- HRA nurturing pathways



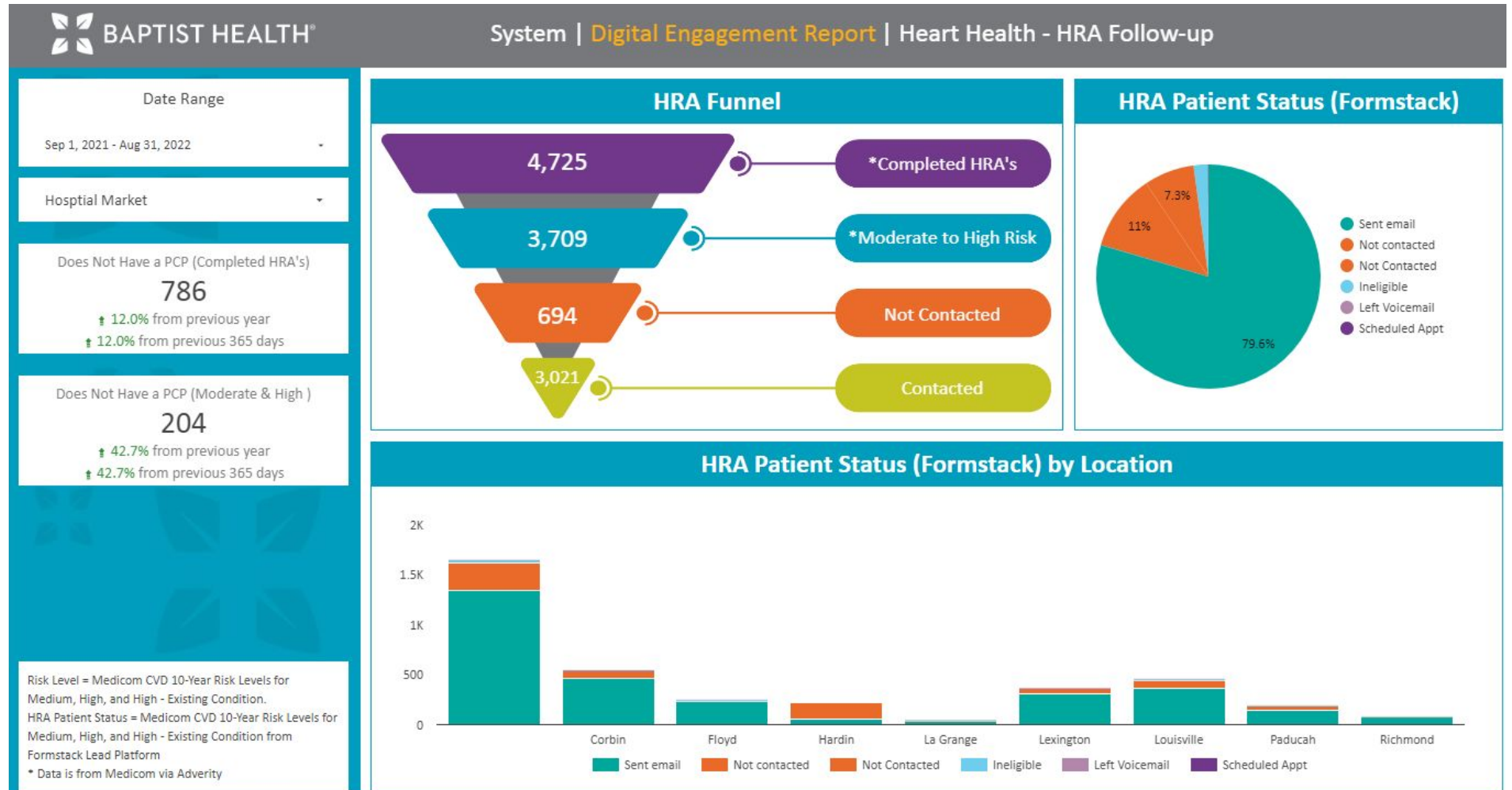
Simplified Lead Management

 Your Forms [Edit List](#)

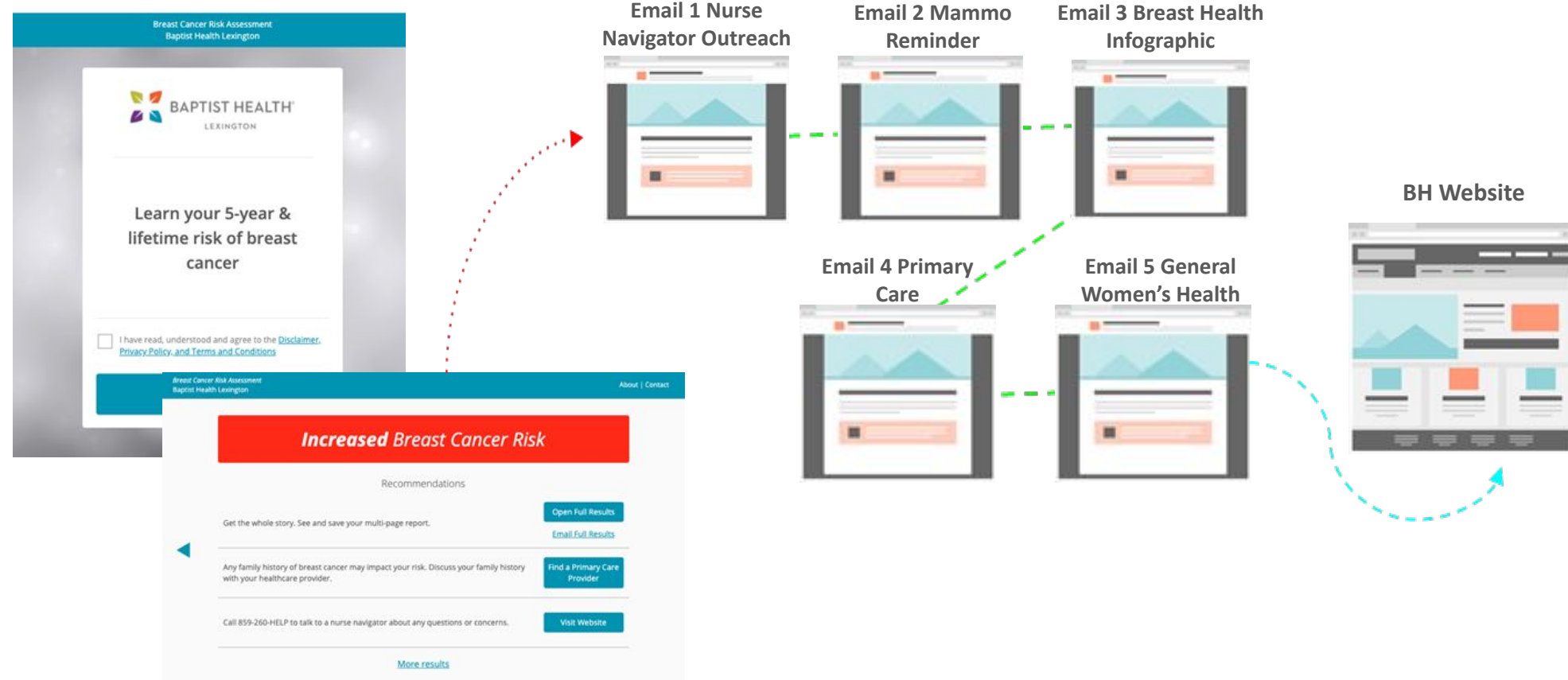
Cancer Care - Breast Cancer Risk Profiler - Corbin	2 Unread	446 Total
Heart Care - Heart Health Profiler - Corbin	1 Unread	796 Total
Ortho and Sports - Knee & Hip Profiler - Corbin		111 Total

Lead Status	Scheduled Appt
Lead Status Comment	<div>New Left Voicemail Sent email Transferred Scheduled Appt Ineligible</div>
ent for patient on 12/23 with Dr. Philips.	

Tracking Follow-up



Sample Nurture Email Journey - Breast





[FIND A PROVIDER](#) [MYCHART](#) [ABOUT](#) [SERVICES](#)



DEAR JILLIAN,

Thank you for taking Baptist Health's Breast Cancer Risk Assessment. You have made an important step toward protecting your health by learning about your risks.

While there are certain factors you cannot change, such as your personal or family history, you can work to lower your risk or detect potential cancer early, when it's most treatable.

We encourage you to speak with your physician about the results of your breast risk assessment. If you don't have a primary care provider, we're happy to help you find a provider, or you can call any of the offices listed below for an appointment.

Baptist Health offers the support you need to protect your breast health. This includes advanced breast imaging and screenings, genetic counseling, education about prevention, and information about breast cancer diagnosis and treatment. Learn more about our [mammograms](#) or call [\(866\) 984-3619](#) to schedule one.

At Baptist Health, we are committed to creating healthier communities by helping you live your healthiest life. Please do not hesitate to reach out to us directly with any questions, concerns or needs you have about your breast health.

SINCERELY,
BAPTIST HEALTH

Sample Nurture Email Journey - Breast



Increase Productivity

Marketing automation allows you to trigger personalized emails at important moments and give staff valuable time back.

Results

65K

Visits

\$7M

Direct Service
Line Charges

\$21M

Total
Charges

Now Taking Questions