

## GETTING STARTED

# 29 Ways to Promote Health Risk Assessments

1. Targeted SEM campaigns for health info seekers (Eruptr can help!\*)
2. Messages from or in the EHR Portal
3. Promote to internal employees as part of employee wellness messaging
4. Integrate into new patient materials, first exams
5. Create an assessment landing page for multiple HRAs and link to it from your homepage or anywhere
6. Reach parents and working adults through Pinterest and LinkedIn
7. Outdoor billboards or signage with a QR code or shortened link to an HRA landing page
8. Include a promotional insert in patient billing
9. Partner with local YMCAs to promote healthy living by knowing risk levels
10. Use as a CTA in any ongoing DTC outreach such as newsletters, blogs, magazines or others
11. Ask volunteer coordinator or services to share HRAs with volunteers
12. Place HRAs on each service line's landing page & ensure HRA is searchable on website
13. Follow-up messaging for comorbid conditions
14. Use targeted, paid Facebook ads (Eruptr can help!\*)
15. Partner with local news providers for a featured story, or to fund ads in related online articles
16. Email or direct mail (postcards, etc.) to targeted recipients in your CRM who are likely at risk
17. Share patient HRA-related success stories in blogs, paid & organic social media posts, etc.
18. Use HRAs on tablets at live events & health fairs
19. Discounts on related screenings/procedures
20. Use social media influencers to promote HRAs
21. Share with Corporate Health to promote with local employers, possibly a dedicated deployment
22. Add a link to HRA landing page in social media bios
23. Display messaging around health system (table tents in cafeteria, signs or displays in the waiting rooms)
24. During health education awareness segments on local TV, display URL for HRA landing page
25. Add posters, signage, displays & screens with QR codes anywhere patients spend time (i.e., waiting rooms, pharmacies, elevators, cafeterias or coffee carts, physical therapy, billing windows, etc.)
26. Utilize giveaways, gift cards, promotions & drawings to encourage participation
27. Within promotions, choose imagery that reflects high-risk target audiences
28. Follow-up with previous low-risk respondents each year to monitor risk levels
29. Cross-promote other HRAs to those who complete

*\*HealthAware & Medicom Health have been acquired by Eruptr, leaders in search & social marketing for health systems. Eruptr's optimized SEM campaigns are very effective at promoting HRAs. Up to \$6k in discounts: <https://event.eruptr.com/match23/>*

# HealthAware & Medicom Health

We convert web visits to care visits! Over 1,400 facilities trust our service line-specific health risk assessments (HRAs) to engage millions of patients each year with a personalized digital experience. But the patient-facing health "quiz" is just the start.

Our powerful Management Portal for clients provides customization, automation & integration options. New features are added regularly! All development is done in-house by our long-standing team. The platform is secure, robust, reliable and HITRUST certified.

**If you have not seen the HRA Management Portal, contact us for a demo!**

[www.healthaware.com/contact](http://www.healthaware.com/contact)  
sales@healthaware.com  
(800) 971-0785

-OR-

[www.medicomhealth.com/contact](http://www.medicomhealth.com/contact)  
sales@medicomhealth.com  
(800) 971-0785

## Eruptr

Eruptr is an industry leader in healthcare digital marketing, offering a suite of digital marketing solutions to help hospitals increase awareness, patient acquisition and achieve KPI's. Eruptr maintains direct customer relationships with blue-chip health systems including Johns Hopkins, UNC Healthcare, Methodist, and Inova Health System and serves a client base of over 70 systems representing over 200 hospitals.

Eruptr runs 1,000+ high-impact digital marketing campaigns monthly, designed to target patients at the moment of intent when they are seeking treatment. [www.eruptr.com](http://www.eruptr.com).

**Purchase an SEM campaign  
and *eruptr* will match the  
value up to \$6,000!**

*HealthAware & Medicom Health are now part of the Eruptr family of companies. Eruptr's experience in optimized SEM campaigns + HRAs means extremely effective and cost-efficient conversions. Discount details: <https://event.eruptr.com/match23/>*



**Tami Weigold**

Sr. Dir. of Client Development  
HealthAware/Medicom Health  
Eastern US Territory  
tweigold@medicomhealth.com



**Chris Trilk**

Director of Client Development  
HealthAware/Medicom Health  
Western US Territory  
ctrilk@medicomhealth.com

### CARDIOVASCULAR

- Heart Health
- Stroke
- Peripheral Artery Disease

### ONCOLOGY

- Breast Cancer (2 versions)
- Prostate Cancer
- Colorectal Cancer
- Lung Cancer

### ORTHOPEDICS

- Knee & Hip
- Back & Neck Pain

### WEIGHT MANAGEMENT

- Weight-Loss Surgery
- Healthy Weight-Range

### PULMONOLOGY

- Sleep Apnea

### BEHAVIORAL HEALTH

- Depression
- Anxiety & Stress

### INTERNAL MEDICINE

- Diabetes
- Acid Reflux
- Bladder Control

 **HEALTHAware**  
an *eruptr* company

**Medicom Health**   
an *eruptr* company