



# Health Risk Assessments as Lead Magnets

Repurposing Content for Audience Growth

Ahava Leibtag | President



We empower people  
to make the most important  
decisions of their lives.

Aha Media Group mission

# We're on a Mission to Deliver Clear Healthcare Content



You're never too young—  
tations on taking an impor

Age

Sex


art. Congratula-



## 7 STEPS TO A HEALTHIER HEART

A few simple lifestyle  
changes can make big  
difference.

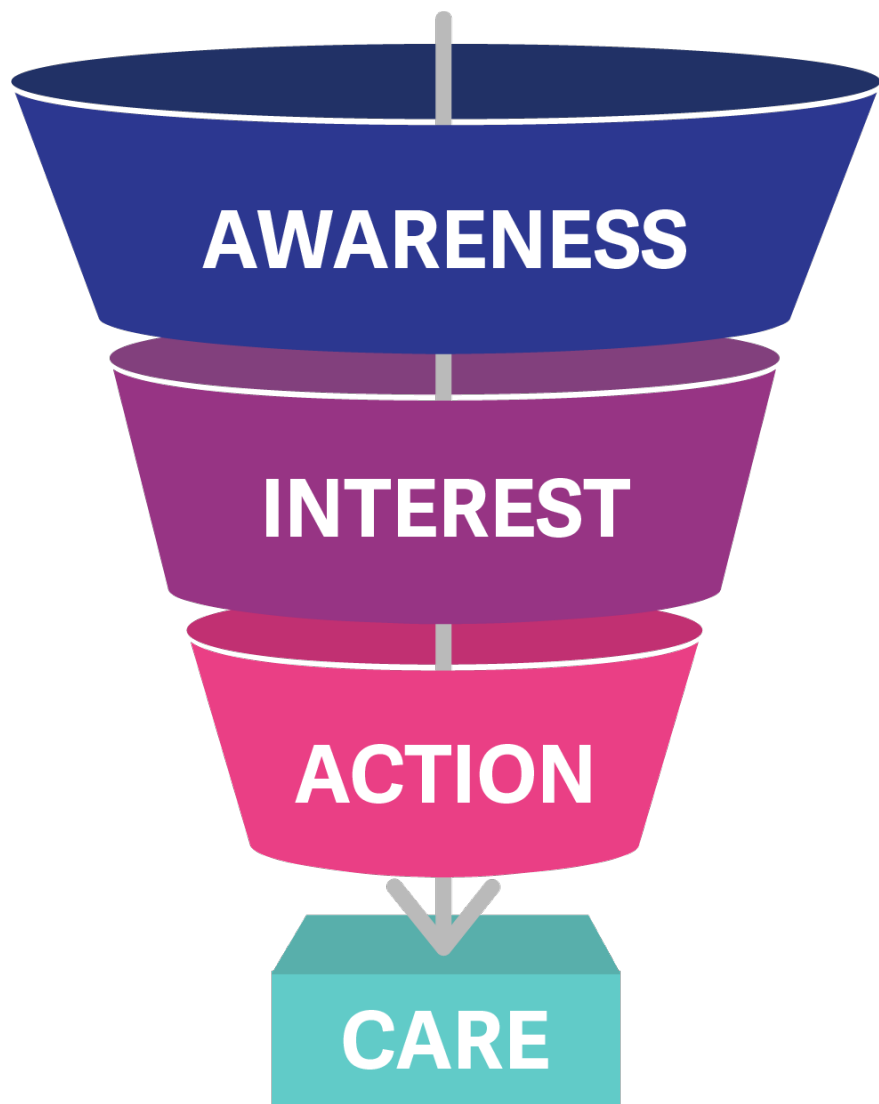


*Links to this and other  
resources will be included  
with your report at the  
end of this assessment.*

# Healthcare Marketing Bingo

digital marketing	genomics	content marketing	clinically integrated network	CRM
decentralization	telehealth	access	healthcare consumerism	social engagement
outcomes-based	micro-hospital	"We are hands down the best at that."	precision medicine	artificial intelligence
touchpoints	personalized medicine	EHR	price transparency	healthcare reform
community health record	mobile marketing	paramedicine	population health	value-based care

Brogan & Partners 2018



- A friend just got diagnosed with breast cancer. Now what?

What's my risk?

- This looks interesting. I'll fill this out.

I only have low risk. I guess I can wait.

Now what?



People look to experts to make sense of the world.

# Today

What will we learn together?



1:  
How to use HRAs  
effectively

2: How to plan  
for repurposing  
your HRA content

3: Customize the  
journey for your  
audience

ahamedia

# It's all about doorways

Use HRAs effectively





How does spine pain impact your life?



Learn about your knee and hip health.



Learn your lifetime risk of breast cancer.



Should you be screened for lung cancer?



Are you at risk for colorectal cancer?



Are you ready to learn your heart risk?



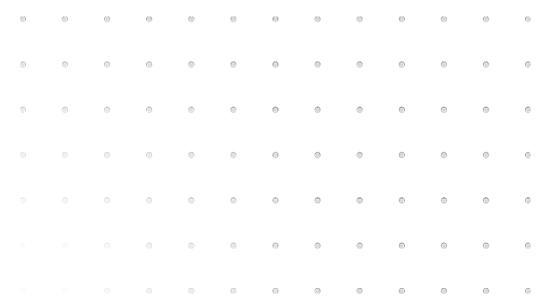
Are you ready to learn your stroke risk?



Are you at risk for diabetes?



What is your healthy weight range?



### Frequently Asked Questions

What is a health risk assessment (HRA)?



What information is needed to complete the HRA?



What happens after filling out an assessment?



<b>Patients and Visitors</b>	
Advance Care Planning	>
Billing Information	>
Community Classes and Support Groups	>
Financial Assistance	
Health Risk Assessments	▼
Health Risk Assessment Disclaimer	
Join Our Advisory Council	
Nondiscrimination and Accessibility Policy	>
Online Check-In	>
Pastoral Care	>
Patient and Visitor Information	>
Patient Safety and Quality	>

Being health aware isn't just about eating well or staying active. It's also about knowing your potential risks. Our free health risk assessments are used to provide you with an evaluation of your health risk today, 5 years down the road, 10 years down the road, or for a lifetime. Take your free health risk assessment below.



### **Acid Reflux Assessment**

Take this quick assessment to find out if you have symptoms of acid reflux disease as well as what may be impacting your symptoms.

Take Assessment



### **Breast Cancer Assessment**

Over the course of a lifetime, one in eight women will be diagnosed with breast cancer. Are you at risk? Take this breast cancer risk assessment to estimate your 5-year and lifetime risk.

Take Assessment



### **Colon Cancer Assessment**

The risk of colorectal cancer increases dramatically with age. Take our colorectal cancer risk assessment to estimate your personal risk of developing colon and rectal cancer.

Take Assessment



### **Lung Cancer Assessment**

Lung cancer is a major health issue in the United States. This quick lung cancer risk assessment can help you identify your lung cancer risk factors and determine if a lung cancer screening is recommended for you.

Take Assessment

# Learn your risk. Be informed.

With our free [health risk assessments](#), you can take control of your health. Take a few minutes to understand your health risks and symptoms. You'll receive a personalized summary report of risk factors, with tips and actionable next steps. If you're at risk, we can connect you to Community providers for follow-up.

## What's your risk of stroke?



To find out your personal risk of a stroke, answer a few simple questions about your health and lifestyle.

[Get Started](#)

## Know your risk of diabetes?



Take a quick survey to estimate your risk of diabetes and what you can do about it.

[Get Started](#)

## Choose Your Health Areas



### Breast Cancer

Learn your 5-year and lifetime risk of breast cancer.

[Get Started](#)

### Colon Cancer

Learn when you should be tested for colorectal cancer.

[Get Started](#)

### Knee and Hip

Assess joint functioning and quantify how joint pain affects quality of life.

[Get Started](#)

# Mammogram and Breast Screening Locations



## Got Questions?

Find answers to the most common questions about mammograms.

[Get Answers](#)



## Breast Health Assessment

Learn your 5-year and lifetime risk of breast cancer and get a personalized report.

[Get Started](#)



## Cost Estimate

Get a free estimate online or call our Pricing Support Center.

[Get an Estimate](#)

# Cancer Genetic Counseling

Mutations are a factor in all cancers, but mutations associated with hereditary cancer syndromes can be inherited from a person's parents. It's estimated that inherited mutations play a role in the development of about 5 to 10 percent of all cancers. Cancers commonly associated with family history include breast, colorectal, ovarian, prostate and endocrine.

Patterns in family members may indicate a hereditary cancer syndrome. Some family history patterns that indicate an increased risk for a hereditary cancer syndrome are young age of cancer diagnosis, similar cancers in multiple family members, and certain combinations of cancer types. Genetic testing for hereditary predisposition to diseases such as cancer can help determine the following:

- If a person's condition is the result of an inherited syndrome.
- Whether or not family members have a suspected gene mutation.
- If a person with no symptoms has the same gene mutation as known carriers in the family, and is therefore at increased risk of developing disease.
- A person's chance of passing on a genetic disorder to children.

## Predictive Gene Testing

Predictive gene testing, or pre-symptomatic testing, is the most common type of genetic test used to check for cancer risk. Predictive tests are helpful for people who have a family history of cancer, but no symptoms themselves. These tests can identify mutations that increase a person's risk of getting a particular disease. Remember, a person with a genetic mutation will not necessarily get cancer. There are several factors that determine the likelihood of cancer occurring. Consult with a genetic counselor to understand your risk.

## Evaluate your health

Evaluating your health and knowing your estimated risks of developing certain diseases can lead to effective treatment sooner. Take one of our health risk assessments to determine what level of care is right for you.

### Healthy weight assessment



Your weight has a big impact on your overall health. Obesity is linked to some of the leading causes of death in adults, including stroke, heart disease, type 2 diabetes, hypertension, asthma and even some cancers. Take our [healthy weight assessment](#) to learn whether you're within an ideal range and how the number may be affecting your life and future. Your primary care doctor can use your results to help you reach your goals.

[Learn more.](#)

[Take our healthy weight assessment](#)

### Acid reflux symptoms assessment



Millions of people suffer from acid reflux, which is also known as gastroesophageal reflux (GERD) or more commonly known as heartburn. Symptoms of acid reflux are chest pain, sore throat, nausea, burping or trouble swallowing. Our [acid reflux assessment](#) helps evaluate your symptoms, identify your risk factors and gives you an idea about whether you should see your doctor about being evaluated. [Learn more.](#)

[Take our acid reflux assessment](#)

### Sleep apnea risk assessment



It is estimated that 22 million Americans suffer from sleep apnea, with 80 percent of the cases of moderate and severe obstructive sleep apnea undiagnosed. Untreated sleep apnea can lead to high blood pressure, heart disease, stroke, diabetes, depression and more. The [sleep medicine program](#) at Advocate Health Care provides leading-edge interventions, and our sleep apnea risk assessment will evaluate risk factors like snoring, breathing pauses during sleep, fatigue and obesity to determine your sleep apnea risk category. [Learn more.](#)

[Take our sleep apnea risk assessment](#)

### Heart health assessment





Heart disease is the leading cause of death in America, and knowing your risk of developing it can help you lower your chances. Take our [heart health assessment](#) to estimate your risk, determine your controllable and uncontrollable risk factors and receive guidance on what to do next. If you need care, our experts at the renowned Advocate Heart Institute can help. [Learn more.](#)

[Take our heart health assessment](#)





# Colorectal health assessment

Colon and rectal cancer is the third most common cancer among men and women in the U.S. If detected early, the disease usually responds well to treatment. Take our **colorectal health assessment** to determine your estimated lifetime risk and whether an evaluation is recommended for you.   
 makes it easy to schedule a screening and saves you time and money by offering direct access to colonoscopies without a prior visit to a gastroenterologist. **Learn more.**



**Take our colorectal health assessment**

# When to see a gastroenterologist

[Find a GI specialist](#)

Some sensitive medical concerns – like those involving your gastrointestinal tract – may need more specific care than your primary care doctor typically provides. Our gastroenterologists have up to five additional years of specialized medical training and significant experience with diseases affecting the stomach, intestines, esophagus, liver, pancreas, colon and rectum. Patients are usually referred to a gastroenterologist by a primary care doctor. You should see a gastroenterologist if you have any symptoms of a digestive health disorder or if you need a **colon cancer screening**.

Often, seeing a gastroenterologist leads to more accurate detection of polyps and cancer, fewer complications from procedures and less time spent in the hospital.

## *Increased Risk Discuss Screening with a Doctor*

### Recommendations

Find your healthy place and know your risk by taking a look at your multi-page report.

[Open Full Results](#)[Email Full Results](#)

██████ residents can schedule their colonoscopies through a primary care provider.

[Find a Doctor](#)

Don't have time to visit a gastroenterologist? ██████ residents have direct access to screening colonoscopies online.

[Schedule Now](#)[More results](#)[◀ Back](#)

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[About](#) | [Contact](#)

# Save time and money

For those who qualify, our digestive health team offers you direct access to a screening colonoscopy – saving you a trip to a gastroenterologist. We also offer Saturday appointments at many locations.

When you're ready to come in, our [REDACTED] promise provides additional measures to protect you and our team members so you can visit us safely.

## Who should get a colonoscopy?

Screening colonoscopies are recommended for women and men every 10 years, beginning at age 45. If you have a family history of colon or rectal cancer, talk to your doctor about whether you might benefit from earlier or more frequent screenings.



Men and women



Every 10 years



Family history



Talk to a doctor

## Know your risk

Take our quick Colorectal Health Assessment to estimate your cancer risk and learn what you should do next.

[Take our Colorectal Health Assessment](#)

# Type 1 vs. Type 2 Diabetes

When the pancreas does not create insulin, type 1 diabetes develops. Usually it develops in children and young adults, and it often progresses quickly.

When your body doesn't produce enough insulin or your body can't use insulin properly, too much sugar stays in your blood. If those levels get high enough, the condition is called type 2 diabetes.

**Learn more about the differences between type 1 and type 2 diabetes and the treatments available for each.**

**Type 1**

**Type 2**

## Health Risk Assessment

The key to preventing diabetes is knowing your risk. Are you ready to understand your current level of risk of diabetes?

**Take the Diabetes Health Assessment**

## RSV is on the rise

As much as we love them, our little ones tend to be germ magnets. Once they start going to daycare and school with other germ magnets, illnesses tend to spread quickly and easily. While most common colds may be mild and a bit of a snotty nuisance, there is another virus to to be aware of — especially if you have small children: respiratory syncytial virus, or RSV.

[Learn](#) why RSV spreads quickly and steps you can take to protect yourself and your loved ones.

[Learn More](#)

## We are here for you



If you notice you or your child are showing signs of RSV, it's important to be evaluated by your primary doctor. Schedule an appointment today.

[Book Now](#)

## Health risk assessments



Our free health risk assessments only take a few minutes to complete and allow you to learn about your risk for certain conditions and stay informed about your health. Take control of your health today.

[Learn More](#)

## What topics do you want to read about?



Visit our [preference center](#) to select the topics you want to see in your inbox.

[Choose Topics](#)



	A	B	C	D	E	F	
	URL	Page title	Page subject	Formats	HRA?	Notes	
2							
3	URL #1	Breast Cancer	Mammogram	Video	X	this content would be good for emails and social	
4	URL #2	Breast Surgery					
5	URL #3	OB/GYN	Main page	Video		Was photography done while we created the video?	
6							
7							
8							
9							
10							

# Let's Review: Create your Doorways

#1:

Go through all the content you have related to a specific topic and make sure you have a health assessment CTA on those pages.

#2: Keep track of those pages in an excel spreadsheet, marking additional content formats

#3: Get ready to PLAN!

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# It's all about what you already have

Plan for repurposing your HRA content





	A	B	C	D	E	F	
	URL	Page title	Page subject	Formats	HRA?	Notes	
2							
3	URL #1	Breast Cancer	Mammogram	Video	X	this content would be good for emails and social	
4	URL #2	Breast Surgery					
5	URL #3	OB/GYN	Main page	Video		Was photography done while we created the video?	
6							
7							
8							
9							
10							



# HEART HEALTH HRA

HIGH RISK—EXISTING CONDITION



## RISK EXPLAINED

People in this category have reported at least one pre-existing condition that places their risk for developing additional or new cardiovascular disease (CVD) in the next 10 years at 20% or greater.

These pre-existing conditions include:

- Type 1 or type 2 diabetes
- Heart disease
- Heart attack
- Stroke or mini-stroke (also called transient ischemic attack or TIA)
- Heart failure
- Angina or chest pain
- Peripheral artery disease (PAD)



## EXAMPLE PERSONA

Anna is a 50-year-old Hispanic female with type 2 diabetes. She is currently taking medications to manage her blood sugar, cholesterol, and blood pressure. She has been seeing the same doctor for the past 5 years.

Anna has struggled to manage her weight as she approaches menopause. Her weight gain is having a negative impact on her quality of life, blood sugar, cholesterol, and blood pressure.

She's worried about her chances of having a heart attack in addition to all of her other health concerns.



## DOES THE USER HAVE A PRIMARY CARE PHYSICIAN?

YES



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Chronic care program enrollment.
- Appointment scheduling.



## PHONE CALL FOLLOW UP

Follow up with the user as soon as possible by phone call to:

- Enroll the user in a chronic care management program.
- Review the results report with them and explain their results.
- Encourage an appointment with their primary care physician to discuss their results and any next-steps.



## FOLLOW UP EMAILS

Customize your follow-up email content to explain:

- The importance of chronic care management and staying in touch with their doctor.
- The early signs of a heart attack or other serious conditions.
- Who should see a cardiologist and why.



## ENROLLMENT IN CHRONIC-CARE MANAGEMENT

- Promote chronic care management programs available through your organization.
- Enroll the user in the appropriate programs if possible.

NO



## CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Finding a doctor.
- Chronic care program enrollment.
- Appointment scheduling.



## PHONE CALL FOLLOW UP

Follow up with the user as soon as possible by phone call to:

- Find a primary care physician and set up an appointment.
- Enroll the user in a chronic care management program.
- Review the results report with them and explain their results.



## FOLLOW UP EMAILS

Customize your follow-up email content to explain:

- Building a relationship with a primary care physician.
- The importance of chronic care management and staying in touch with their doctor.
- The early signs of a heart attack or other serious conditions.
- Who should see a cardiologist and why.

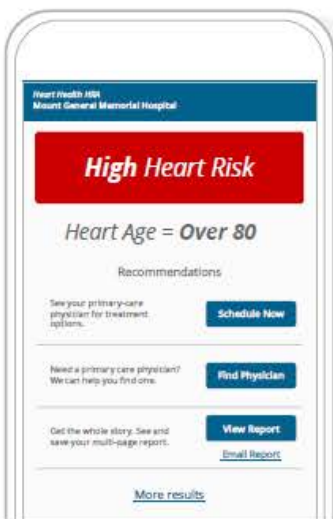


## ENROLLMENT IN CHRONIC-CARE MANAGEMENT

- Promote appointment scheduling and chronic care management programs.
- Enroll the user in the appropriate programs if possible.

## OTHER CONSIDERATIONS

These people may also have one or several other risk factors that contribute to their chances of developing cardiovascular disease. Risk factors may be lifestyle-related (weight, smoking history, blood pressure, cholesterol) or health history-related (age, family history, medications).





## Lisa, 53

- Concerned about the potential risk of a heart attack
- Takes the HRA
- Is told she's low risk
- Now what?

Channel	Format	Piece of Content	Notes
Email	Text	<ul style="list-style-type: none"><li>• Articles</li><li>• Patient testimonials</li><li>• Explanation of potential tests</li><li>• Guidelines for how to talk to your doctor</li></ul>	
Instagram	Pictures/Videos/Text	<ul style="list-style-type: none"><li>• Heart health tidbits</li><li>• Did you know?</li><li>• Signs of heart attack in women</li></ul>	Use email to push our IG account
Facebook	See above	See above	Use email to push FB account
Internal communications	Text	<ul style="list-style-type: none"><li>• HRAs are now available to employees</li></ul>	Slideshows in clinics? (external facing also? QR codes?)

# HEART SCREENING & DIAGNOSIS

Heart Care	
Conditions	>
Heart and Vascular Care Resource Center	>
Heart Care Services and Treatments	>
Heart Screening and Diagnosis	▼
Cardiac Electrophysiology	
Cardiovascular Health Awareness Program	
Heart Imaging and Diagnostic Testing	>
Pre- and Post-Pulmonary Testing	
Tom's Cardiology Story	
Contact Us	

Screening for heart disease takes many forms. Everyone can benefit from having their blood pressure and cholesterol checked – simple tests that provide insights into the health of your heart.

- **Blood pressure screening:** Often free at health fairs, pharmacies and grocery stores. Also available at your physician's office.
- **Cholesterol screening:** Usually a small fee at health fairs. Also available at your physician's office.



## Heart Health Assessment

Have you ever wondered how healthy your heart is? This quick heart health risk assessment can compare your actual age to your heart's biological age, as well as calculate your risk of developing cardiovascular disease.

Take Assessment





## Heart Health Assessment

Have you ever wondered how healthy your heart is? This quick heart health risk assessment can compare your actual age to your heart's biological age, as well as calculate your risk of developing cardiovascular disease.

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## Checking for Heart Disease

You may need other tests to check for heart disease, especially if you have risk factors or your physician suspects you may have a heart problem.

- Your doctor will ask you questions about your health and family health history.
- Your doctor will examine you.
- Tell your doctor about any symptoms you've noticed.
- Bring along a list of all medications you take, including over-the-counter and supplements.
- Your doctor will order tests to check for heart disease. Tests may include:
  - **X-rays:** Produces pictures of your heart and lungs to show your heart's size and shape and any fluid in your lungs.
  - **Electrocardiogram (ECG or EKG):** Records electrical signals that travel through your heart. Electrodes are placed on your chest, arms and legs. Wires connect the pads to the ECG machine to record electrical signals and show the pattern of your heartbeat.
  - **Echocardiogram:** Uses ultrasound waves to show the structure and movement of your heart muscle, including pumping, any enlargement, thickness of your heart's walls and any valve problems.
  - **Lab tests:** Blood and urine tests show if kidneys and other organs are working properly. Blood cholesterol and blood sugar tests may be included along with a blood test for BNP, a hormone produced when your heart is overworked.
  - **Stress test:** Your heart rate is measured at rest and while you exercise on a treadmill. If you cannot use the treadmill, your doctor can give you an intravenous medication that mimics the effects of exercise on your heart. You may have an echocardiogram or another imaging test before and after a stress test to check your heart's response.
  - **Cardiac catheterization:** Detects clogged blood vessels, shows problems with pumping, heart chambers, blood flow and valves. A dye is injected into your heart through a thin tube (catheter), and a special X-ray (angiogram) is taken of your blood vessels.
  - **Holter monitor:** Detects abnormal heartbeat. You wear a portable monitor that is connected to your chest with soft pads while you go about your normal activities for several hours or days. The monitor records your heart's rhythm.

- Reduce cholesterol.
- Burn calories everyday.
- Find a fitness class you enjoy.
- Decrease stress.
- Don't forget strength training.
- Get your spouse to exercise.
- Start an exercise program.
- Learn about our Cardiovascular Health Awareness Program.
- Learn about nutrition for a healthy heart.
- Stop smoking.
- Know your heart disease risk.
- Find a physician.

# Reducing Cholesterol

## Reducing High Blood Cholesterol

A major risk factor for coronary heart disease is a high blood cholesterol level. By lowering your blood cholesterol level, you can reduce your chances of developing this life-threatening disease.

Your body needs cholesterol to make cell membranes, certain hormones and other tissues. Cholesterol uses special carriers known as lipoproteins to move through your bloodstream; low density lipoprotein (LDL) transports most of it. In abundant amounts in your bloodstream, however, LDL cholesterol contributes to the formation of plaque which can build up on the walls of your arteries and block the flow of blood to your heart. This condition, called atherosclerosis, can lead to a heart attack.

High density lipoprotein (HDL), on the other hand, is thought to carry cholesterol away from your arteries and thereby prevent plaque buildup. As a result, HDL cholesterol is often referred to as the "good" cholesterol, while LDL cholesterol is referred to as the "bad" cholesterol.

<b>Lisa</b>				
<b>Week #1</b>	Your first tip for heart health			
<b>Week #2</b>	Your next 2 tips for heart health			
<b>Week #3</b>	3 more tips to help your heart			
<b>Week #4</b>	Your month of heart health is almost over			
<b>Week #5</b>	Have you made an appointment for your heart?			

# Your first tip for heart health

## Reducing High Blood Cholesterol

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# Let's Rewrite: Your first tip for heart health

Last week you took the first step toward heart health; you took our heart risk assessment. The good news: you're low risk for any heart disease. But, you're still invested in your health. Your first tip for improving your heart health?

## Reduce cholesterol

A major risk factor for coronary heart disease is a high blood cholesterol level. By lowering your blood cholesterol level, you can reduce your chances of developing this life-threatening disease.

### Steps to reduce cholesterol?

1. Improve your diet ([How?](#))
2. Increase your physical activity (I hate exercise. We got you—[check out some easy ways to get started!](#))

Want more tips? See our tips for [improving your heart health](#).

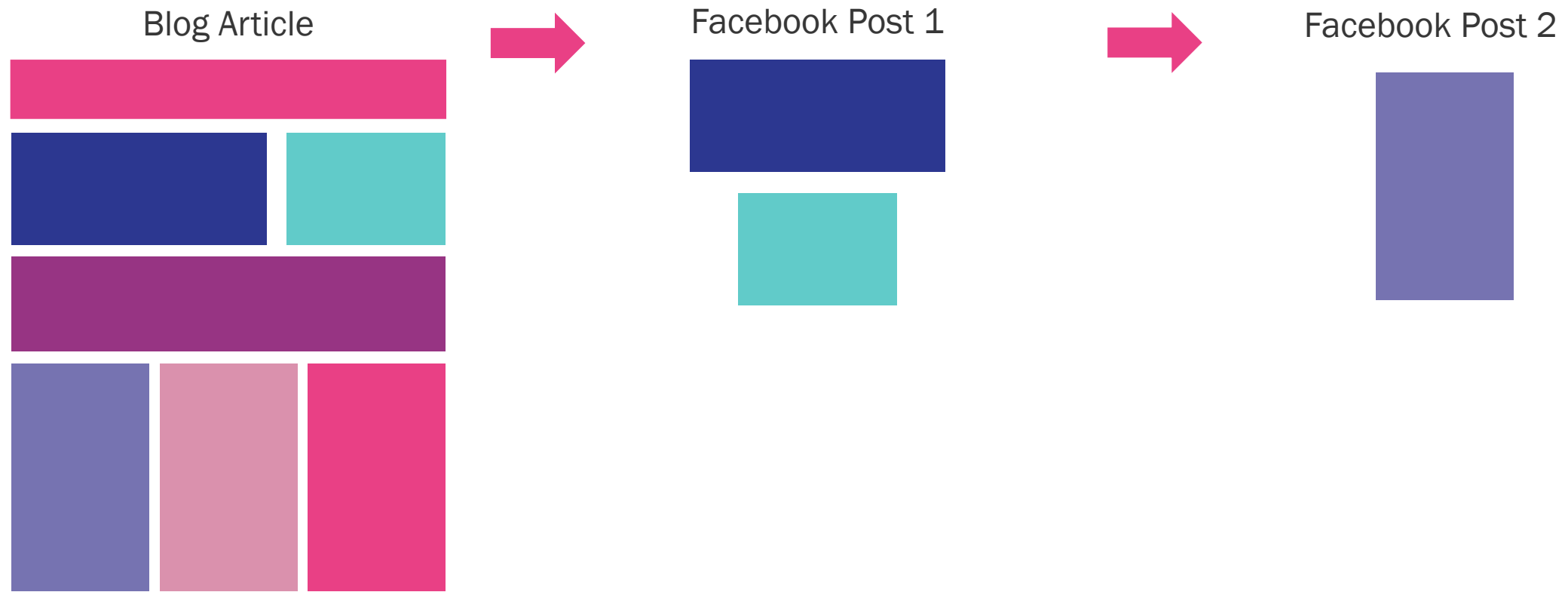
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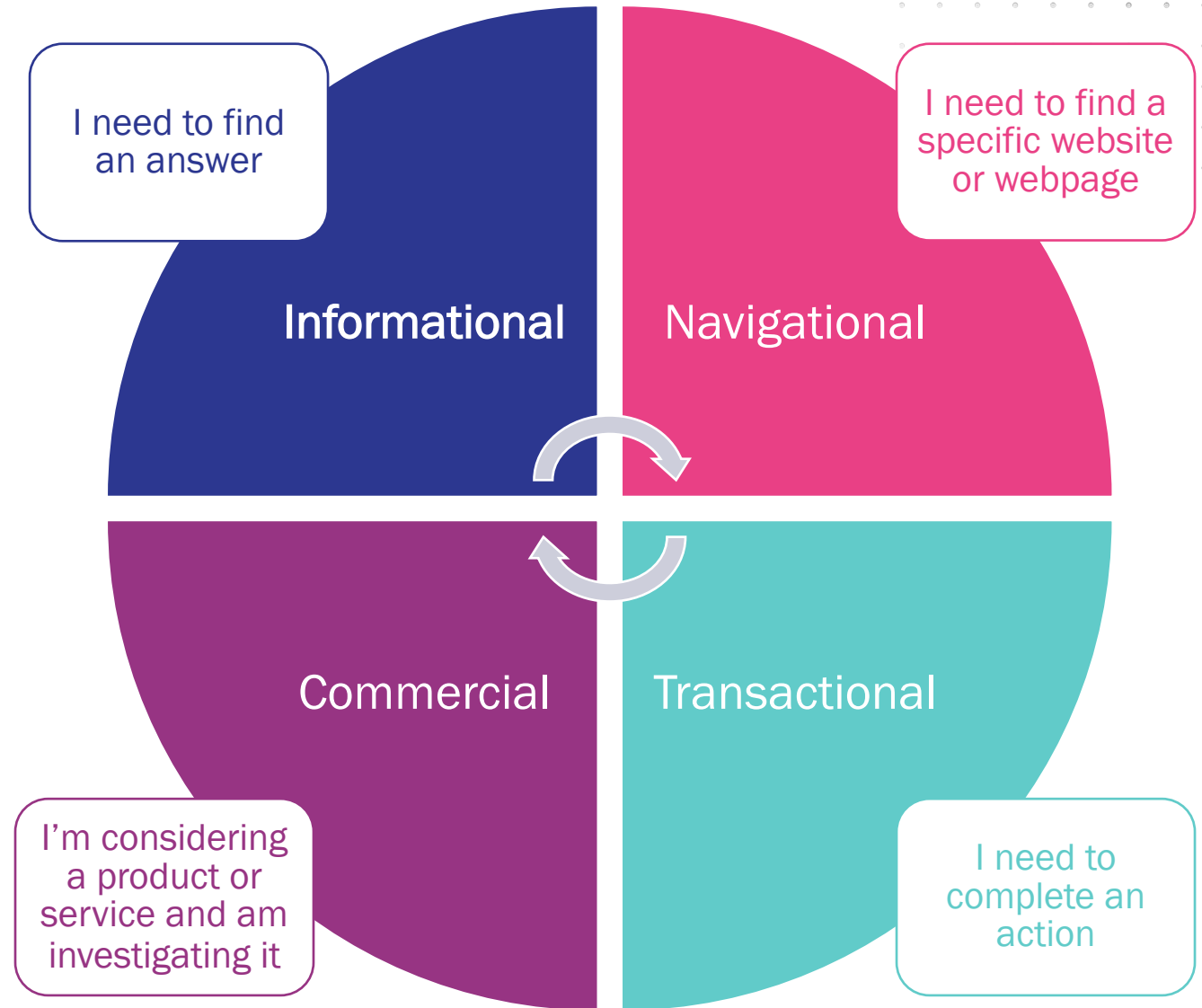
# Repurposing Blog Content for Social Distribution

Break long-form content into smaller, “snackable” content for short-form social posts.



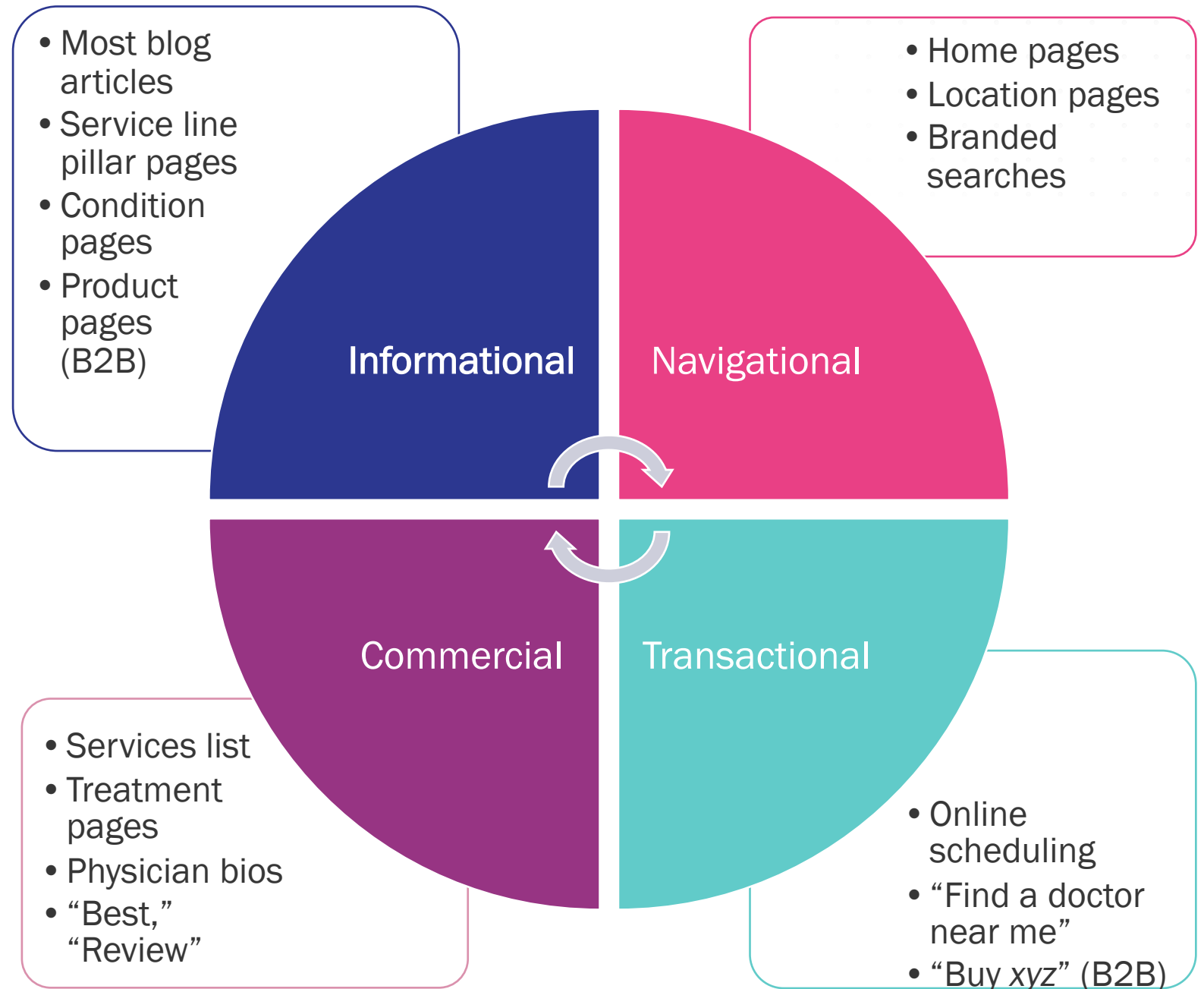
# Four Types of Search Intent

The search intent of a targeted keyword must match the goal or function of the web content you're creating.



# Identifying Search Intent in Content Creation

Here are some examples of different healthcare content types and where they'd fall within search intent. Keywords *can* fit into more than one category.



● reduce cholesterol

Search term

● heart health

Search term

● heart attack in wo...

Search term

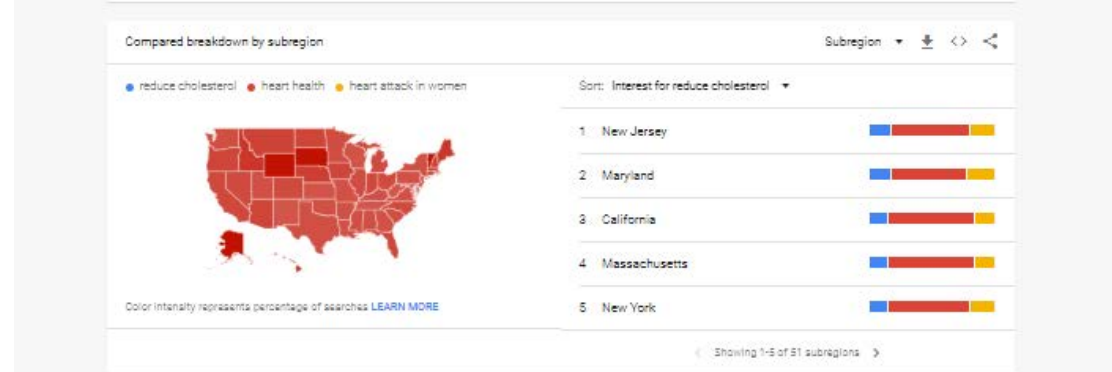
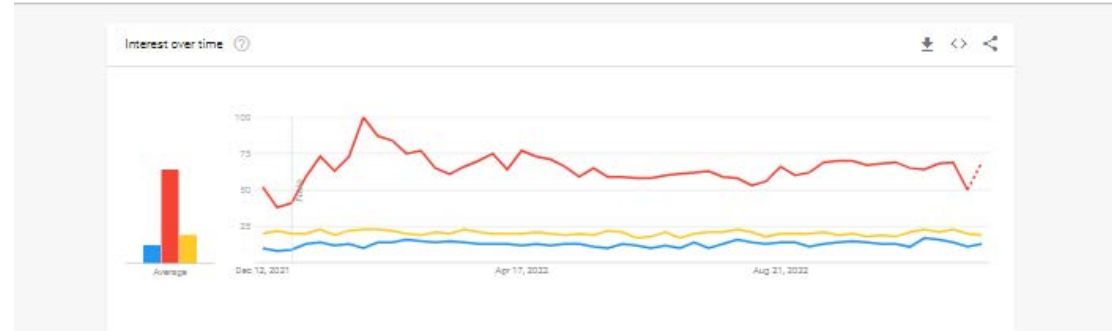
+ Add comparison

United States

Past 12 months

All categories

Web Search



reduce cholesterol

Interest by subregion

Related queries

1 atorvastatin side effects Breakout

2 which action is an example of someone taking... Breakout

3 which statement best explains how chronic di... Breakout

4 the failure to deliver blood to the heart due to a... Breakout

5 which of the following is not a symptom of car... Breakout

heart health

Interest by subregion

Related queries

1 describe some actions people should take to a... Breakout

# Let's Review: Planning for Repurpose



#1:

Choose a persona (I recommend low risk). Plan, based on what you already found, how you can nurture through email.

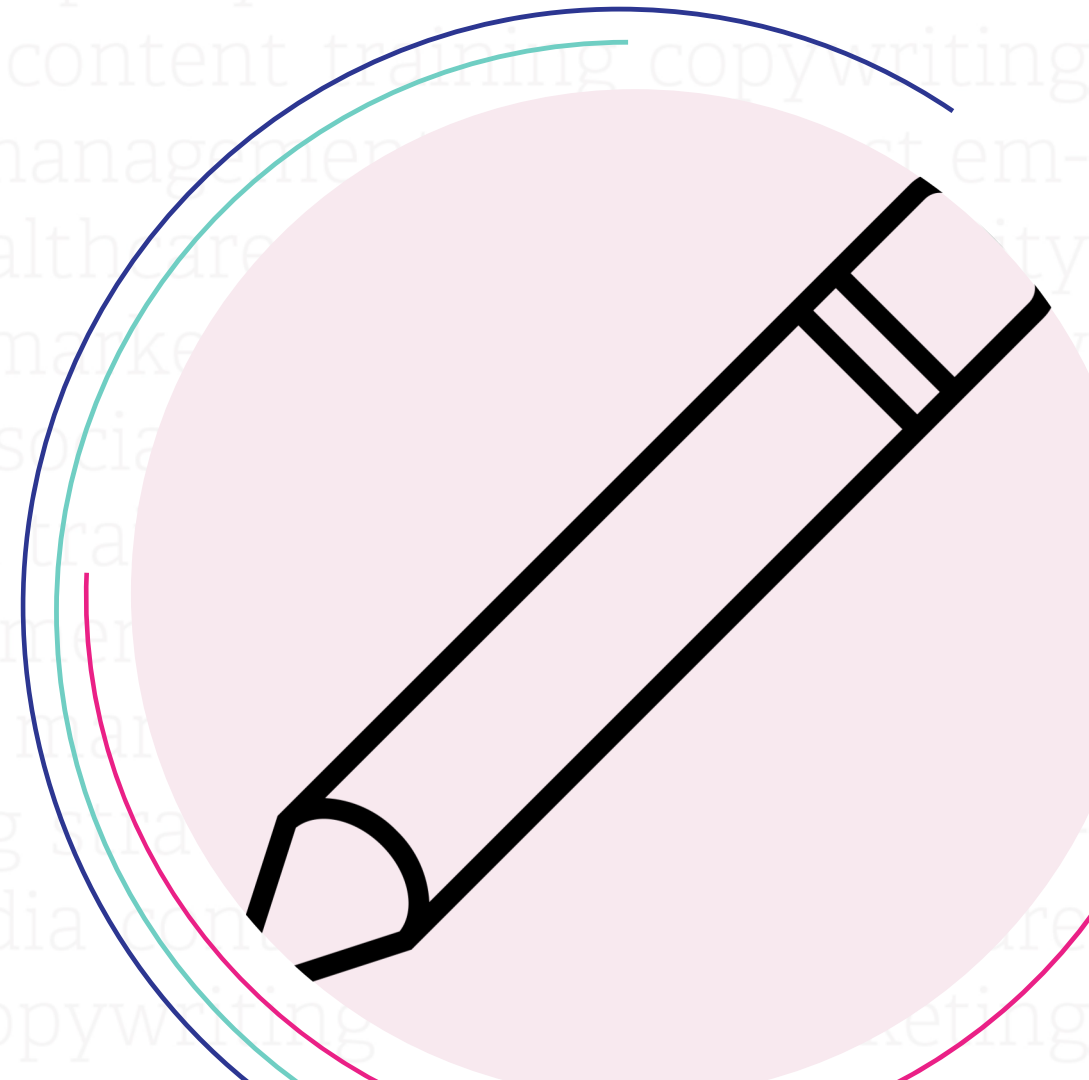
#2: Build those emails. You may have to move around or improve some web pages.

#3: Doublecheck that SEO!

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Now you can use your  
red pen

Customize the journey for your audience



# Thank you for taking the time to complete the Breast Cancer Risk Assessment.

## **You're One of a Kind**

A woman's risk depends on many factors. Knowing what increases your personal breast cancer risk lets you focus on those risk factors. Sometimes, a woman's family history of cancer increases her risk. Other times, it's her age or health history. Most often, a combination of factors increases her risk.

## **Your Results**

In completing this online assessment, you've taken an important step toward protecting your health. Your next step is to share your Results Report with a primary care provider and determine a breast cancer screening schedule that is right for you.

## **We're Here to Help**

Knowing how to best protect your long-term health isn't easy. A primary care provider can answer questions about maintaining healthy habits and screening schedules.

[Find a Provider](#)



Attached is your **Heart Age Test Report** provided by [REDACTED] Be sure to print this report out and take it with you next time you go to see your doctor.

It's always smart to discuss your heart health with your doctor. If you don't have a doctor, [REDACTED] has a variety of doctors to meet your needs. [Find a Doctor](#) online today.

*Copyright © 2022 - [REDACTED] All rights reserved.*

*Your email address is not shared and will only be used to send you health and wellness information.*

# Rewrite

## First email that delivers results



We're so pleased to be able to give you this Heart Health report.

There's a lot of information, so be sure to spend some time looking this over. Consider curling up with some tea and a small piece of dark chocolate (both great for heart health) and reading your report.

It also makes sense to:

1. Talk to your primary care doctor about the findings (need one? Here's a [convenient list!](#))
2. Read more about your heart and how to keep it healthy. We've compiled some of our [favorite heart health articles here.](#)
3. Follow us on [Facebook](#) and [Instagram](#) for more health and wellness tips.

## Get peace of mind about your heart

The result of your Heart Age Test indicates you are likely at low risk for heart disease. This is great news! The next step is to share these results with your doctor.

Your results can be a great way to start a conversation at your next primary care appointment. For example, your doctor can address any concerns you may have about your heart health and recommend lifestyle changes to maintain your health as you age. Doctors also continue to monitor you for any subtle signs of heart disease in the future. Specialists can detect symptoms of heart disease before they appear.

To learn how to keep your heart healthy now and in the future, schedule an appointment with your doctor.

**Book Now**

# Rewrite

## Second email about risk



Because your heart assessment shows that you are at high risk for some heart health issues, we wanted to give you a plan of action you can follow right now:

1. Don't panic. It's important to make an appointment with a cardiologist. We've created a [convenient list here](#).
2. We've also compiled [a list of important questions](#) to ask your doctor. Go ahead and add your own questions. You can also learn [what to expect at your doctor's visit](#).
3. Follow us on [Facebook](#) and [Instagram](#) for daily wellness tips that will help you on your health journey.

2022, the year of YOU, is not over yet! Completing these tasks can help you cap off the year in healthy ways that pay.

- ☐ Eligible Standard and Basic Option members: **complete your [REDACTED] Assessment by December 30, 2022** to receive **\$50** on your My [REDACTED] Card.<sup>1</sup> Then, earn another **\$50** by taking it *again* after the first of the new year. Doing so will help set the tone for a happy and healthy 2023.
- ☐ This one is for eligible [REDACTED] members. Getting your routine annual physical means you can choose from one of three rewards, including **\$150** on your [REDACTED] Wellness Card for qualified medical expenses<sup>2</sup> or spend it with one of our preferred retailers. Your other reward options include a four-month gym membership or a personalized diet and nutrition plan. Schedule your yearly physical today!
- ☐ Basic Option members with Medicare Part A and B: submit proof of your Medicare Part B premium payment to get up to **\$800 reimbursement** per calendar year to spend—or save—as you'd like.<sup>3</sup>
- ☐ Those with [REDACTED] Dental<sup>SM</sup> should complete dental cleanings before the new year. Remember, you get up to three cleanings per year.
- ☐ [REDACTED] Vision<sup>SM</sup> members should also schedule vision care exams. And don't forget to order new eyeglasses before the end of the year!

Ready to learn more about rewards and incentives? Your one-stop shop is here—just click the link below.

# Let's Review: Customize the Journey

#1:

Plot the emails you use to engage people to build them to make an appointment.

#2: Use the new content you've created or direct them to existing URLs!

#3: Report, report, report.

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Trust is built from helping people  
make sense of the world.



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