

PLATFORM FEATURES

HRA Customization Options

For All Medicom Health and HealthAware v3 HRAs

Medicom Health & HealthAware, the #1 and #2 HRA companies, have come together!

We've combined our knowledge, experience, and technologies.

We are releasing innovative HRA upgrades throughout 2023.

Contact us to discover how they'll help you acquire more (and better!) patients.

1. Branding, Color and Progress

Customize the look of an HRA by changing the progress indicator types, primary interface color, logos and more.

2. Organizational Contact Info

Organization name, addresses, phone numbers, links, and general information that will be available in Contact Information links, Results Report and emails if applicable.

3. Legal & Compliance

User agreement presentation, explicit/implicit consent, custom disclaimer, additional marketing opt-ins, and ADA compliance.

4. Splash Screen

The first page users will see when they start an HRA. Customize headers, background colors or photos, splash page content, and more.

5. Consumer Information

Select which contact information fields will be shown and/or required to users including early email collection.

6. Social Sharing

An option for users to share links to your HRAs via Twitter, Pinterest, or Facebook.

7. Inactivity Timeout

Select a pre-defined amount of time before a session is ended and an HRA resets.

8. User Action Emails

Customize content of the Report Email that is delivered to those who complete the HRA, or content of the CTA Sharing Email.

9. Analytics/Tagging Systems

Send HRA events to Google Analytics 4, Google Tag Manager, and/or Tealium IQ.

10. Custom Code

HTML or JavaScript on start/results screens to track conversions.

11. Custom Questions

Additional question types can include Numeric Entry Field, a Text Entry Field, a Radio Group (select one), or a Checkbox Group (select multiple). Does not impact calculated results, although for HealthAware HRAs can trigger CTAs.

12. Other Options

HealthAware HRAs and select Medicom Health HRAs may have additional capabilities, for example pop-up alerts with local health resource contact information.

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 promotional discounts available: <https://event.eruptr.com/match23/>

HealthAware & Medicom Health

Both leading HRAs companies have come together! Over 1,400 facilities trust our service line-specific health risk assessments 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, unique in the industry, provides MANY customization, follow-up, automation & integration options. New features are added regularly by our in-house 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

sales@healthaware.com

(800) 971-0785 x2

-OR-

www.medicomhealth.com/contact

sales@medicomhealth.com

(800) 971-0785 x2



All-new versions of HealthAware HRAs coming soon!
HeartAware v3 is available now.

- Highly specialized calls-to-action (CTAs) aligned with service line growth goals, new patient resources and follow-up processes. Includes granular CTAs by datapoint (targeted to smokers, obesity, etc)
- Dedicated support for your team to optimize leads generated by the HRAs, including resources like our in-depth *Follow-Up Strategy Guides* and more.
- Geographically targeted to optimize conversions by location, taking into account resources & potential revenue
- Self-serve access to our *Management Portal* for customization, integration, data, reporting, analytics and more.
- Engagement queue for tracking calls to users (coming soon)

Don't delay! Contact us for a demo.



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

Discount details: <https://event.eruptr.com/match23/>



Medicom Health HRAs are specifically optimized for integration with digital marketing workflows.

These are available now.

Cardiovascular: Heart Health, Stroke, Peripheral Artery Disease

Oncology: Breast Cancer, Prostate Cancer, Colorectal Cancer, Lung Cancer

Orthopedics: Knee & Hip, Back & Neck Pain, Shoulder & Elbow

Weight Management: Weight-Loss Surgery, Healthy Weight-Range

Pulmonology: Sleep Apnea

Behavioral Health: Depression, Anxiety & Stress

Internal Medicine: Diabetes, Acid Reflux, Bladder Control



HealthAware HRAs are carefully tuned to the more clinical concerns of service line stakeholders.

These will launch throughout the year.

Cardiovascular: HeartAware®, StrokeAware™, VascularAware™

Oncology: BreastCancerAware™, LungCancerAware™, ProstateCancerAware™, ColonCancerAware™

Orthopedics: SpineAware™, JointAware™ (Knee & Hip), JointAware™ (Shoulder & Elbow)

Weight Management: WeightAware™

Pulmonology: SleepAware™, COPDAware™

Behavioral Health: DepressionAware™, AnxietyAware™, AddictionAware™

Internal Medicine: DiabetesAware™, GERDAware™, BladderAware™