

Setting the Bar with Health Risk Assessment Performance

Learn how Banner Health successfully leverages their Health Risk Assessment strategies to support defined organizational goals and engage consumers.

CHALLENGE

Northern Virginia's leading nonprofit healthcare provider, Inova, wanted to drive more traffic to their Heart Health Assessment – one of our most popular HRAs. They wanted a cost-efficient way to generate more completions and thus more care visits and turned to Eruptr for help. As a leader in digital campaign services for health systems, with long-standing experience promoting health risk assessments of all types, Eruptr was a great choice.

Eruptr recommended a balance of Search Engine Marketing via Google to engage those who were *actively* seeking care or information AND paid Facebook campaigns to engage patients who were (*passively*) open to exploring their heart health.

In our experience, this dual-prong approach is *key* to increasing HRA participation and completion rates – especially on mobile.

SOLUTION

Not insignificantly, HRA campaigns require precise understanding of their place in the patient journey. Eruptr accurately matched their tactics to consumer mindsets, where many others do not. This strategy drives their unique approach to HRA keywords, iteratively honed over 12 years of proven success, and worked well here.

For Facebook, hyperfocused targeting of specific demographics (gender, age, groups, other interests, etc.) AND behaviors (mobile, news feed, right hand rail ads, etc.) was the first step. Furthermore, Eruptr carefully aligned proven creatives to specific audiences.

And finally, Eruptr's proprietary technology and expert team constantly monitored and re-optimized campaigns to deliver maximum outcomes.

TAKEAWAYS

HRAs are great for conversions and long-term nurturing, but don't achieve their full potential without proper promotion. Based upon their experience, Inova chose Eruptr to tackle this challenge so they could spend their time where it could have the most benefit. Eruptr's proven dual-prong approach was very successful, and is a tactic we continue to recommend.

ABOUT INOVA

Inova is Northern Virginia's leading nonprofit healthcare provider. Their mission is to provide world-class healthcare – every time, every touch – to each person in every community they have the privilege to serve. Inova's 20,000+ team members serve more than 2 million individuals annually through an integrated network of hospitals, primary and specialty care practices, emergency and urgent care centers, outpatient services and destination institutes.

Google SEM Campaign

15,209
Clicks

5.95%
Click-through rate

1,827
HRA completions

\$42
Cost per acquisition
(14 months)

Facebook Campaign

11,418
Clicks

1.62%
Click-through rate

893
HRA completions

\$15
Cost per acquisition
(12 months)

About Medicom Health, an Unlock Health company

We convert web visits to care visits! Over 1,300 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 back-end Management Portal for clients provides customization, automation & mar-tech 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. Contact us for a demo.



Tami Weigold

Director of Client Success

tweigold@medicomhealth.com

- Visit our website at <https://www.medicomhealth.com>
- Email us at sales@medicomhealth.com
- Call us at 800 971-0785

Special pricing offer: We've been acquired by Eruptr, the leader in search & social marketing for health systems. Their specialized campaigns added to our HRAs are effective and cost-efficient. Discount details: <https://medicomhealth.com/eruptr-services/>

Medicom Health 
an UNLOCK company



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

CASE STUDY

Optimized Search & Social Campaigns Are Key to HRA Success

Carefully monitored, year-long Google and Facebook campaigns for Inova generated impressive Heart Health risk assessment (HRA) traffic and completions. The result was cost-efficient growth in the service line.

CHALLENGE

Northern Virginia's leading nonprofit healthcare provider, Inova, wanted to drive more traffic to their Heart Health Assessment – one of our most popular HRAs. They wanted a cost-efficient way to generate more completions and thus more care visits and turned to Eruptr for help. As a leader in digital campaign services for health systems, with long-standing experience promoting health risk assessments of all types, Eruptr was a great choice.

Eruptr recommended a balance of Search Engine Marketing via Google to engage those who were *actively* seeking care or information AND paid Facebook campaigns to engage patients who were (*passively*) open to exploring their heart health.

In our experience, this dual-prong approach is *key* to increasing HRA participation and completion rates – especially on mobile.

SOLUTION

Not insignificantly, HRA campaigns require precise understanding of their place in the patient journey. Eruptr accurately matched their tactics to consumer mindsets, where many others do not. This strategy drives their unique approach to HRA keywords, iteratively honed over 12 years of proven success, and worked well here.

For Facebook, hyperfocused targeting of specific demographics (gender, age, groups, other interests, etc.) AND behaviors (mobile, news feed, right hand rail ads, etc.) was the first step. Furthermore, Eruptr carefully aligned proven creatives to specific audiences.

And finally, Eruptr's proprietary technology and expert team constantly monitored and re-optimized campaigns to deliver maximum outcomes.

TAKEAWAYS

HRAs are great for conversions and long-term nurturing, but don't achieve their full potential without proper promotion. Based upon their experience, Inova chose Eruptr to tackle this challenge so they could spend their time where it could have the most benefit. Eruptr's proven dual-prong approach was very successful, and is a tactic we continue to recommend.

ABOUT INOVA

Inova is Northern Virginia's leading nonprofit healthcare provider. Their mission is to provide world-class healthcare – every time, every touch – to each person in every community they have the privilege to serve. Inova's 20,000+ team members serve more than 2 million individuals annually through an integrated network of hospitals, primary and specialty care practices, emergency and urgent care centers, outpatient services and destination institutes.

Google SEM Campaign

15,209
Clicks

5.95%
Click-through rate

1,827
HRA completions

\$42
Cost per acquisition
(14 months)

Facebook Campaign

11,418
Clicks

1.62%
Click-through rate

893
HRA completions

\$15
Cost per acquisition
(12 months)

CASE STUDY

Optimized Search & Social Campaigns Are Key to Health Risk Assessment Success

Eruptr's year-long Google & Facebook campaigns for a leading health system generated impressive Heart Health risk assessment traffic and completions. The result was cost-efficient growth in the service line.

CHALLENGE

A leading east coast nonprofit healthcare provider wanted to drive more traffic to their Heart Health Assessment – one of Medicom Health's most popular HRAs. They wanted a cost-efficient way to generate more completions and thus more care visits and turned to Eruptr for help. As a leader in digital campaign services for health systems, with long-standing experience promoting health risk assessments of all types, Eruptr was a great choice.

Eruptr recommended a balance of Search Engine Marketing (SEM) via Google to engage those who were *actively* seeking care or information AND paid Facebook campaigns to engage patients who were (*passively*) open to exploring their heart health.

Targeting both active and passive consumers is key to increasing HRA participation and completion rates – especially on mobile.

SOLUTION

Not insignificantly, HRA campaigns require precise understanding of their place in the patient journey. Eruptr accurately matched their tactics to consumer mindsets, where many others do not. This strategy drives their unique approach to HRA keywords, iteratively honed over 12 years of proven success. Their time-tested approach worked very well here.

For Facebook, hyper-focused targeting of specific demographics (gender, age, groups, other interests, etc.) AND behaviors (mobile, news feed, right-hand rail ads, etc.) was the first step. Furthermore, Eruptr carefully aligned proven creatives to specific audiences.

And finally, Eruptr's proprietary technology and expert team constantly monitored and re-optimized campaigns to deliver maximum outcomes.

TAKEAWAYS

HRAs are great for conversions, for getting the right patients in the door at the right time and they are great at connecting with active online consumers for long-term digital nurturing.

However, health assessments can't achieve full potential without proper promotion. To tackle this challenge, Medicom Health's client chose Eruptr based on their extensive experience and unique capabilities. This freed up health system time to be used where it was most needed.

Eruptr's proven dual-prong approach was very successful and is a tactic we continue to recommend to all of our clients to get the most out of their HRA investment.

Google SEM Campaign

15,209
Clicks

5.95%
Click-through rate

1,827
HRA completions

\$42
Cost per acquisition

(14 months)

Facebook Campaign

11,418
Clicks

1.62%
Click-through rate

893
HRA completions

\$15
Cost per acquisition

(12 months)

About Medicom Health, an Unlock Health company

We convert web visits to care visits! Over 1,300 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 back-end Management Portal for clients provides customization, automation and mar-tech integration options. Plus, 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 Management Portal, contact us for a demo!

- Visit our website at www.medicomhealth.com
- Email us at sales@medicomhealth.com
- Call us at 800 971-0785



About Eruptr

Eruptr, an Unlock Health company, 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 over 1,000 high-impact digital marketing campaigns per month designed to target patients at the moment of intent when they are seeking treatment.

For more information, please visit www.eruptr.com.

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

Good news! We've been acquired by Eruptr, the leader in search & social marketing for health systems. Their specialized campaigns added to our HRAs are effective and cost-efficient. *Discount details: <https://event.eruptr.com/match23/>



Tami Weigold

Sr. Dir. of Client Development
tweigold@medicomhealth.com



Chris Trilk

Director of Client Development
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

CASE STUDY

Optimized Search & Social Campaigns Enhance The Power of Health Risk Assessments

Eruptr's year-long Google & Facebook campaigns for a leading health system generated impressive Heart Health risk assessment traffic and completions. The result was cost-efficient growth in the service line.

CHALLENGE

A leading east coast nonprofit healthcare provider was enjoying success with their Heart Health Assessment – one of Medicom Health's most popular HRAs – but they wanted a cost-efficient way to generate *even more completions* and thus more care visits. Not surprisingly, they turned to Eruptr for help. As a leader in digital marketing for health systems, with long-standing experience promoting HRAs of all types, Eruptr was a great choice.

Eruptr recommended a balance of Search Engine Marketing (SEM) via Google to engage those who were *actively* seeking care or information AND paid Facebook campaigns to engage patients who were (*passively*) open to exploring their heart health.

Targeting both active and passive consumers is an often overlooked, yet *key strategy* for increasing HRA participation and completion rates – especially on mobile.

SOLUTION

Not insignificantly, HRA campaigns require precise understanding of their place in the patient journey. Eruptr accurately matched their tactics to consumer mindsets, where many others do not. This strategy drives their unique approach to HRA keywords, iteratively honed over 12 years of proven success. Their time-tested approach worked very well here.

For Facebook, hyper-focused targeting of specific demographics (gender, age, groups, other interests, etc.) AND behaviors (mobile, news feed, right-hand rail ads, etc.) was the first step. Furthermore, Eruptr carefully aligned proven creatives to specific audiences.

And finally, Eruptr's proprietary technology and expert team constantly monitored and re-optimized campaigns to deliver maximum outcomes.

TAKEAWAYS

Our HRAs are great for converting web visits into office visits, regularly outperforming most other tactics and funneling more high-risk patients into high-value service line appointments.

However, health assessments can't achieve full potential without proper promotion. To tackle this challenge, Medicom Health's client chose Eruptr based on their extensive experience and unique capabilities. This freed up health system time to be used where it was most needed.

Eruptr's proven, optimized dual-prong approach was very successful. It's a tactic we continue to recommend to all of our clients to get the most out of their HRA investment.

Google SEM Campaign

15,209
Clicks

5.95%
Click-through rate

1,827
HRA completions

\$42
Cost per acquisition

(14 months)

Facebook Campaign

11,418
Clicks

1.62%
Click-through rate

893
HRA completions

\$15
Cost per acquisition

(12 months)

About Medicom Health

We convert web visits to care visits! Over 1,300 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 back-end Management Portal for clients provides customization, automation and mar-tech integration options. Plus, 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 Management Portal, contact us for a demo!

- Visit our website at www.medicomhealth.com
- Email us at sales@medicomhealth.com
- Call us at 800 971-0785



About Eruptr

Eruptr, an Unlock Health company, 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 over 1,000 high-impact digital marketing campaigns per month designed to target patients at the moment of intent when they are seeking treatment.

For more information, please visit www.eruptr.com.

**Purchase a
campaign and eruptr
will match the value
up to \$2,000!***

Good news! We've been acquired by Eruptr, the leader in search & social marketing for health systems. Their specialized campaigns added to our HRAs are effective and cost-efficient. *Discount details: <https://medicomhealth.com/eruptr-services>



Tami Weigold

Sr. Dir. of Client Development
tweigold@medicomhealth.com



Chris Trilk

Director of Client Development
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