

PRESENTED BY:



Marlena Cianciarulo

Vice President, Marketing – Diversified
Businesses at MedStar Health



Greg Gossett

CEO/Co-founder - HealthAware

CASE STUDY:

How Service Line HRAs Increase Care Access

Learn How MedStar Health Uses an Ortho
HRA as a Compelling Point to Access
Appropriate Care

About Our Presenters



MedStar Health

Marlena Cianciarulo

Vice President, Marketing – Diversified
Businesses at MedStar Health

Marlena Cianciarulo is a marketing executive with a unique blend of consumer products, retail, and health care experience.

In her current role, she partners with business leaders to identify growth opportunities and create consumer-centric solutions within the ever-evolving health care industry.

Marlena's approach to marketing begins with consumer insights and utilizes business trends, market data, and analytics to develop strategic, data-driven plans to address business needs, guide decisions, and drive growth.

Previously, Marlena has worked for major international brands including Black & Decker and Krups and also led the retail and innovation marketing strategy for Providence St. Joseph Health, the third largest health system in the nation.



Greg Gossett

CEO/Co-founder – HealthAware

Greg Gossett is the CEO/Co-founder of HealthAware, a state-of-the-art HRA company that empowers people to live healthier lives through scientifically based solutions and data-driven health risk assessments.

Over 15 years ago, Greg became passionate about early disease detection after creating a tool (HeartAware) that enabled a leading hospital system to attract the right patients to a new and innovative heart scan. Upon creation, Greg first tested the tool on his father, which ultimately alerted him that his intermediate risk could be dangerous if not under the care of a physician. Armed with this information, Greg's Dad's doctors discovered a significant blockage in an important artery in his heart. While HeartAware didn't find his father's blockage, it did get him to take action and see his doctor. And he's still here today because of it.

About MedStar Health

**It's how we
treat people.**

MedStar Health offers easy access to great health care in Maryland, Virginia, and Washington, D.C., via their 10 hospitals and more than 280 other care locations. They are also committed to advancing care by continuously learning and applying new knowledge. They help their patients and their families feel understood, appreciated, and confident in their care.



10 Hospitals

300 Care Sites

5,400 Physicians

8,000 Nurses

30,000 Associates

One Team for all your healthcare needs

About HealthAware

We've helped millions of participants adopt healthier lifestyles and hundreds of healthcare systems identify high-risk consumers and lead them to next steps in care and diagnostics.

We became part of Eruptr's family of companies in 2021. Most recently, HealthAware and Eruptr joined Unlock Health's strategic growth platform of expanded services.

We're thrilled to add even more value to the 200+ customers we serve across the country.



Our new 2023 "v3" HRA releases leverage the best of both Medicom Health & HealthAware:

- Refreshed user experience and updated science
- An all-new self-service portal with tons of mar-tech features
- Designed especially to meet the unique needs of service line marketing where the clinical stakeholders have a lot of direct involvement.

MedStar Health's Challenges before using HRAs

1

CHALLENGE:

Centralizing marketing without a centralized call center



HRA SOLUTION:

Segment offers based on geographic location so follow-up can be done locally

2

CHALLENGE:

Marketing silos lacking coordination between markets and Service Lines



HRA Solution:

Customized, multidisciplinary HRAs allowed for meaningful collaboration across marketing and service lines

Considerations and Decisions

CHALLENGE:

Grow target services with regional CTA strategy

COMPLEXITIES:

Regionalized network makes for difficult logistics



SOLUTION:



BALTIMORE & D.C.

Separate JointAware-Knee & JointAware-Hip

- Allows for independent promotion of specific orthopedic services
- Supports more targeted campaign messaging and imagery
- Leads to more detailed and specific offers

Region-specific links allow for targeted promotion with local follow-up

- Allows for promotion of services that are not available at every location
- Supports the provision of local resources
- Encourages collaboration between historically-siloed marketers

Why HRAs?

Benefits for Patients

Consumers want quick, convenient, yet personalized online advice about specific health concerns.



Help consumers quickly and easily estimate their personal risk levels, based on well-respected research and established algorithms



Empower users to explore their risk factors, and understand what they can (and can't) do about them



Enable them to conveniently seek treatment at the right point of care for their situation AND your facilities' resources

Why HRAs?

Benefits for Providers

Our robust and flexible platform empowers 1,300+ hospitals to accomplish a multitude of marketing goals:



- Acquire new patients
- Grow service lines
- Increase revenue
- Collect contact info
- Garner opt-ins
- Enhance health awareness
- Empower CRM nurturing



- Maximize Facebook
- Fuel call centers
- Website conversions
- Build brand equity
- Bolster marketing ROI
- Leverage consumerism
- Amplify cross-marketing



- Re-activate patients
- Health months promos
- Enable personalization
- Utilize patient resources
- Satisfy content demand
- Generate goodwill
- Promote wellness

Key Strategy

Delivering the Results is Just the Start

Use the goodwill and data from HRA completions for personalized nurturing and cross-marketing.



Users who complete HRAs are uniquely invested and motivated.

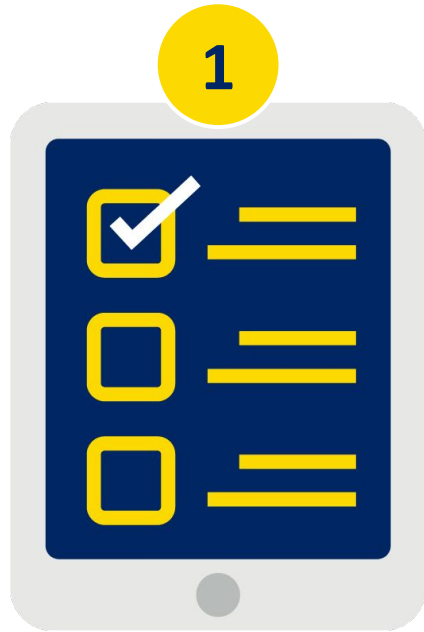


You have the health stats, contact info, and permission to message them.

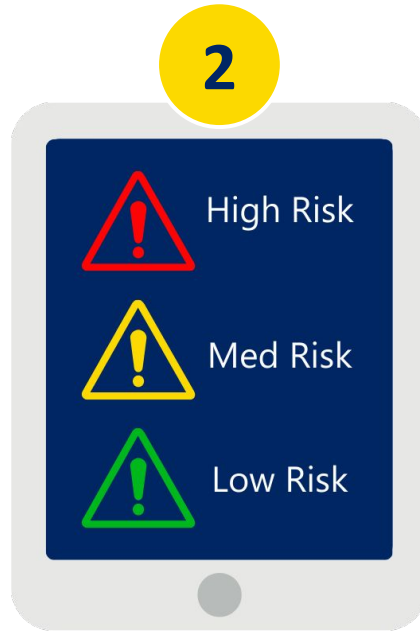


Our Follow-Up Guides have detailed roadmaps for personalized nurturing.

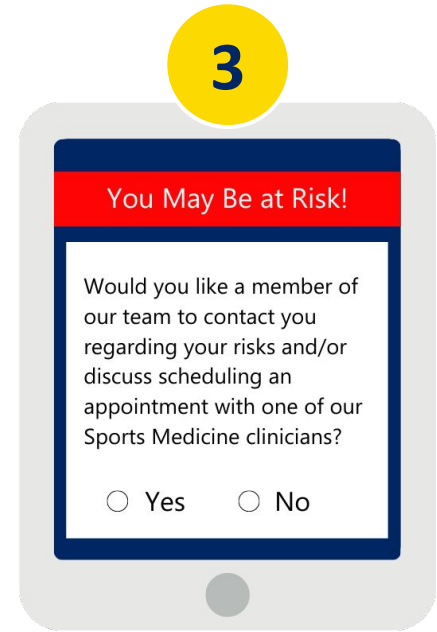
How An HRA Works



A potential patient answers a series of questions.



They get immediate results based on their answers.



They are offered solutions based on their risk level.

The Campaigns

MedStar Health's Promotional Plan for HRAs

PRIMARY HRA GOAL

Increase volume of orthopedic
specialist appointments

SECONDARY HRA GOAL

Engage consumers to sign up
for MedStar Health Blog

MAIN TACTIC

**Incorporate HRAs as a CTA in existing
service line campaigns**

JUSTIFICATION

**HRAs provide an actionable point of
entry and can be added to existing
campaigns without incurring an
additional incremental media spend.**

HRAs are also included in organic tactics but the majority of engagement is the result of paid media campaigns and patient emails.

D.C. Region Ortho Campaign Details



HRA LAUNCH DATE
10/6/21



REACH
4M impressions



TACTICS
SEM, paid social

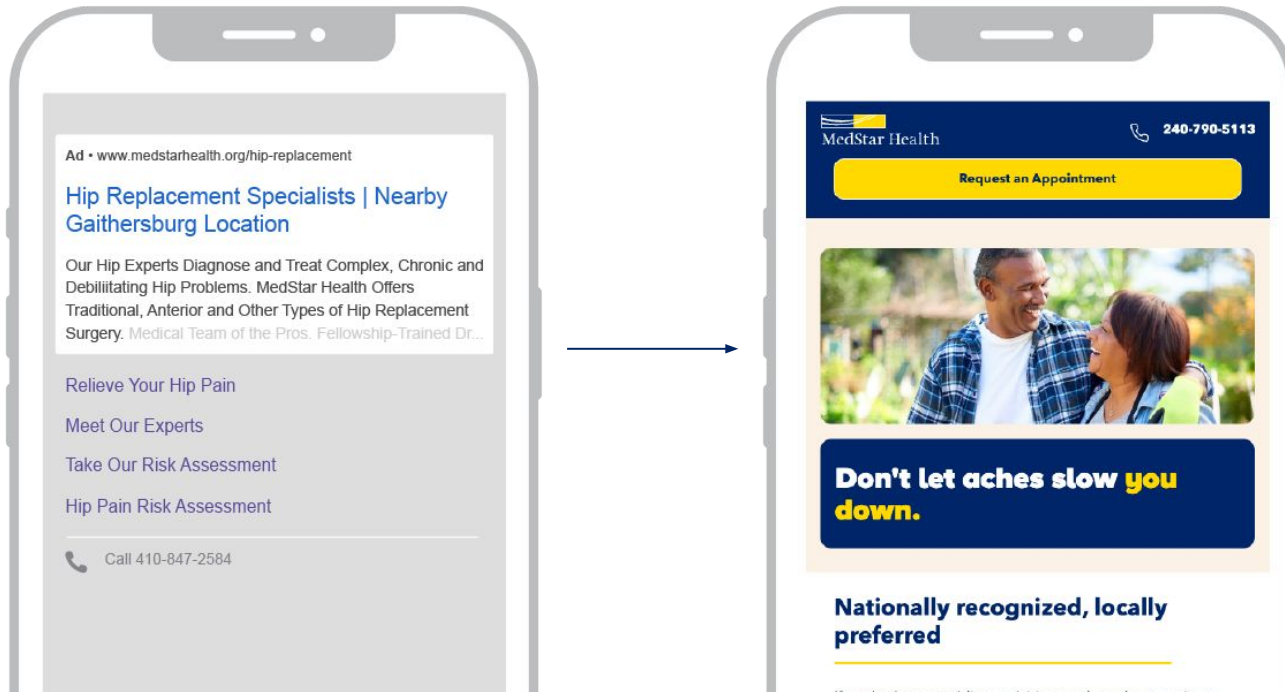


TARGETING PARAMETERS
**Adults 25-85, at-risk for
any orthopedic condition**

Collateral examples – D.C. Orthopedic campaigns

SEM ads drive to this campaign landing page:

<https://www.medstarhealth.org/info/care/moi-south>



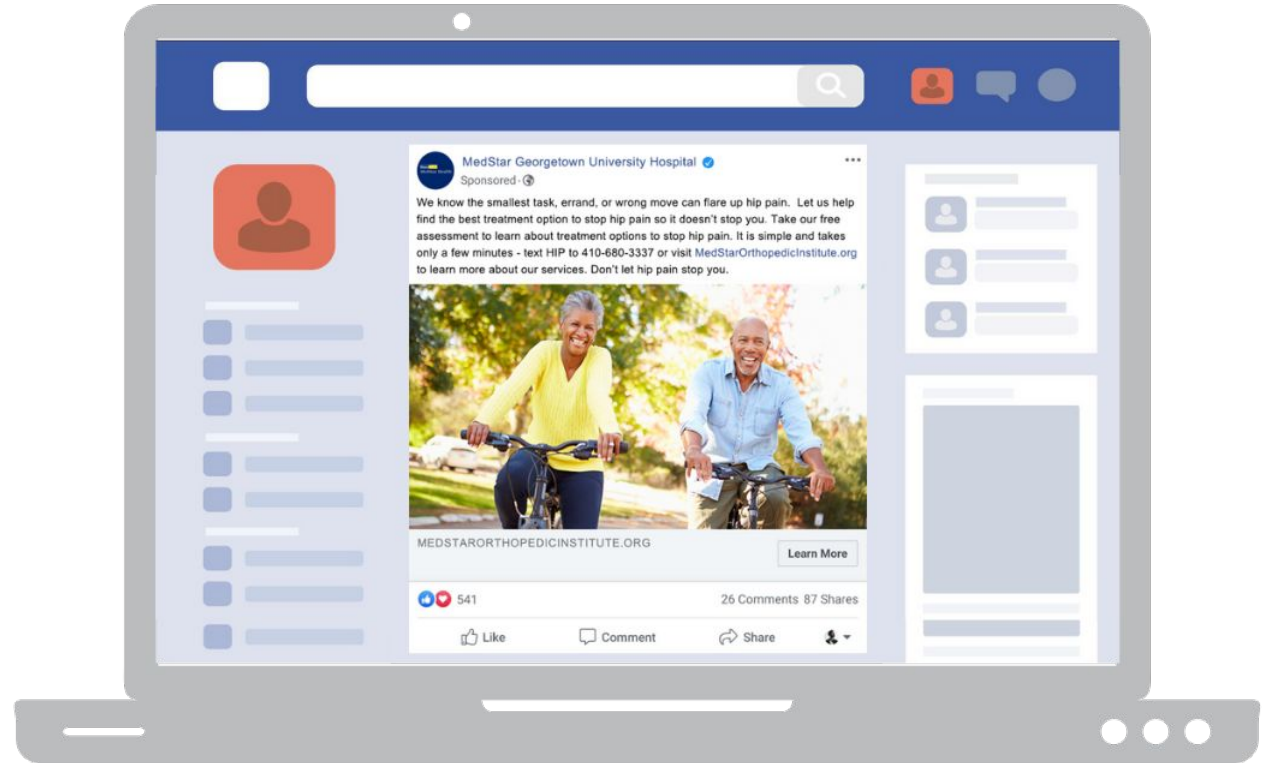
Landing Page: MOI South

EXAMPLE



<https://www.medstarhealth.org/info/care/moi-south>

Collateral examples – D.C. Orthopedic campaigns



Baltimore Region Ortho Campaign Details



HRA LAUNCH DATE
10/6/21



REACH
93M impressions



TACTICS
**SEM, paid social,
display**



TARGETING PARAMETERS
**Adults 35+ in the central
MD zip codes**

Note: Campaign is not specific to the HRA. The HRA is utilized as one of the campaign CTAs.

Baltimore Region Orthopedic Campaigns

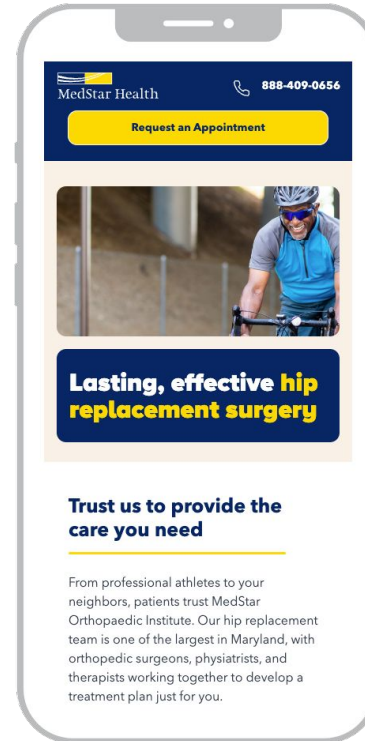
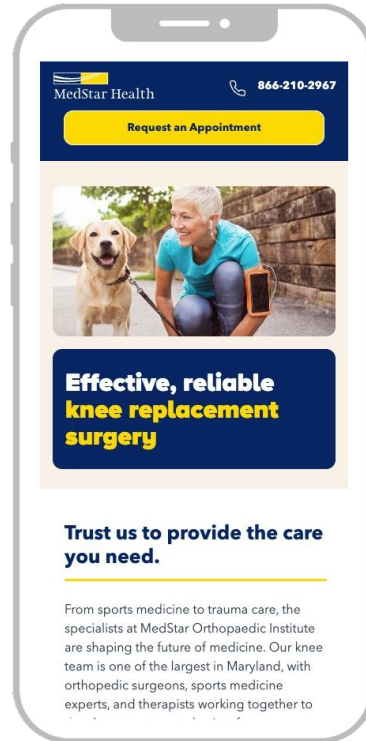
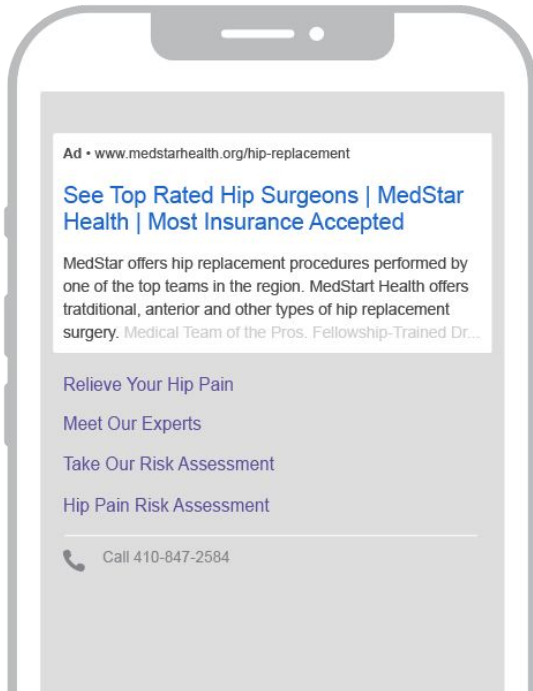
EXAMPLE

Campaign Landing Pages:

[KNEE REPLACEMENT](#)

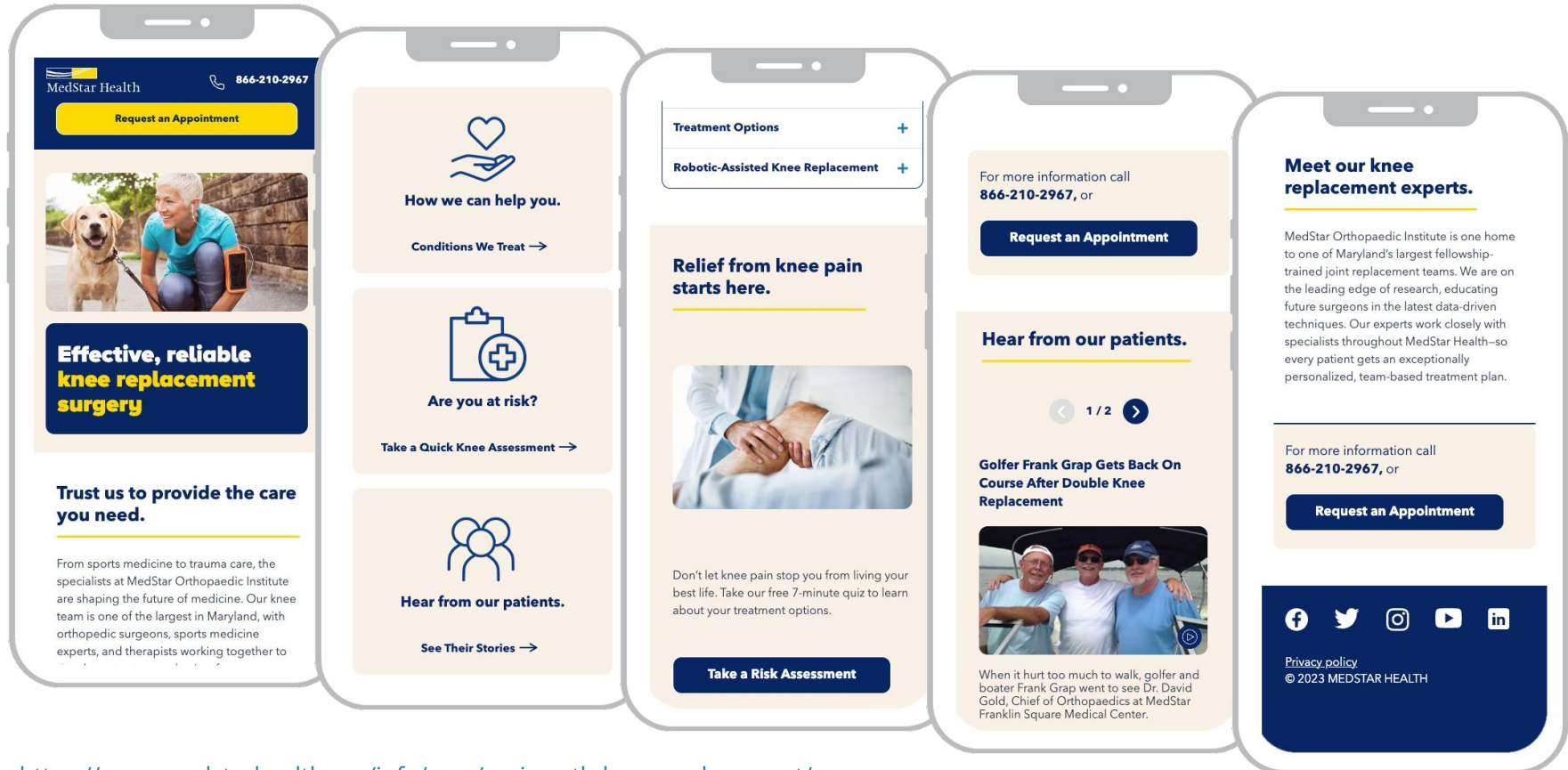
[HIP REPLACEMENT](#)

[KNEE SURGERY](#)



Landing Page: MOI North Knee Replacement

EXAMPLE

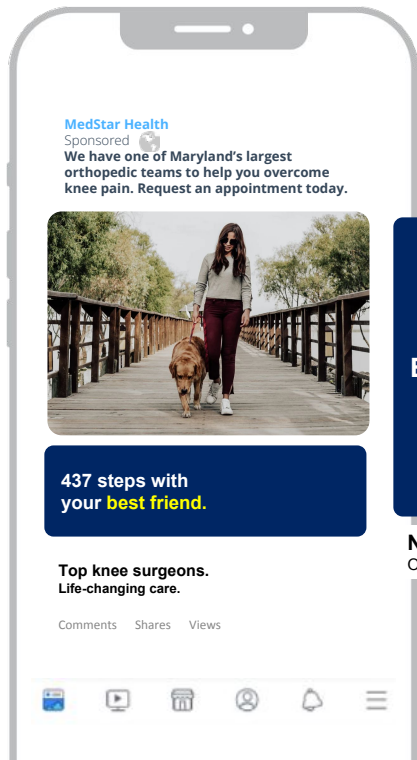


<https://www.medstarhealth.org/info/care/moi-north-knee-replacement/>

Carousel Ad: Baltimore Region Orthopedic Campaigns

EXAMPLE

SOCIAL - KNEE REPLACEMENT



Every step matters.

Nationally recognized.
Orthopedic leader.

See if knee replacement is right for you.

Multidisciplinary team.
Count on us.



MedStar Health

In person or video visit.
Schedule now.

Expert knee replacement **changes lives.**

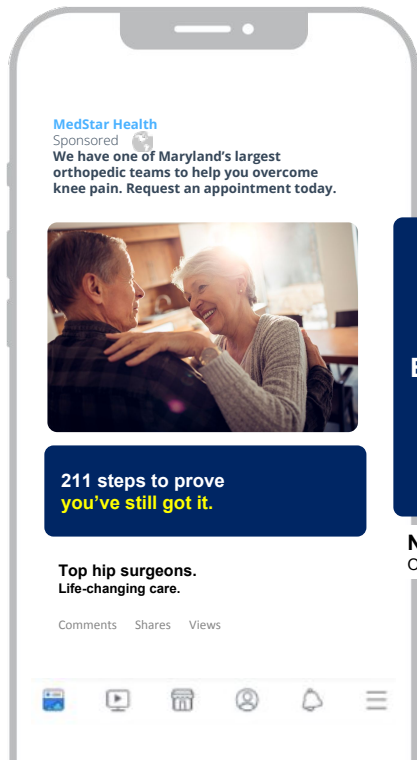
See if knee replacement is right for you.

In person or video visits.
Count on us.

Carousel Ad: Baltimore Region Orthopedic Campaigns

EXAMPLE

SOCIAL - HIP REPLACEMENT



Every step matters.

Nationally recognized.
Orthopedic leader.

See if hip replacement
is right for you.

Multidisciplinary team.
Count on us.



The logo for MedStar Health, featuring a stylized yellow and white graphic above the text "MedStar Health".

In person or video visit.
Schedule now.

Expert hip replacement
changes lives.

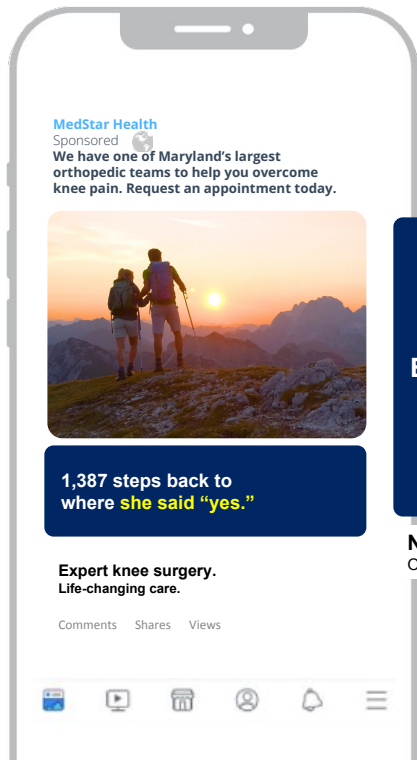
See if hip replacement is right for you.

In person or video visits.
Count on us.

Carousel Ad: Baltimore Region Orthopedic Campaigns

EXAMPLE

SOCIAL - KNEE SURGERY



Every step matters.

Nationally recognized.
Orthopedic leader.

See if knee surgery
is right for you.

Multidisciplinary team.
Count on us.



The logo features a stylized graphic of three horizontal lines (two blue, one yellow) above the text "MedStar Health" in a white serif font.

In person or video visit.
Schedule now.

Expert knee surgery
changes lives.

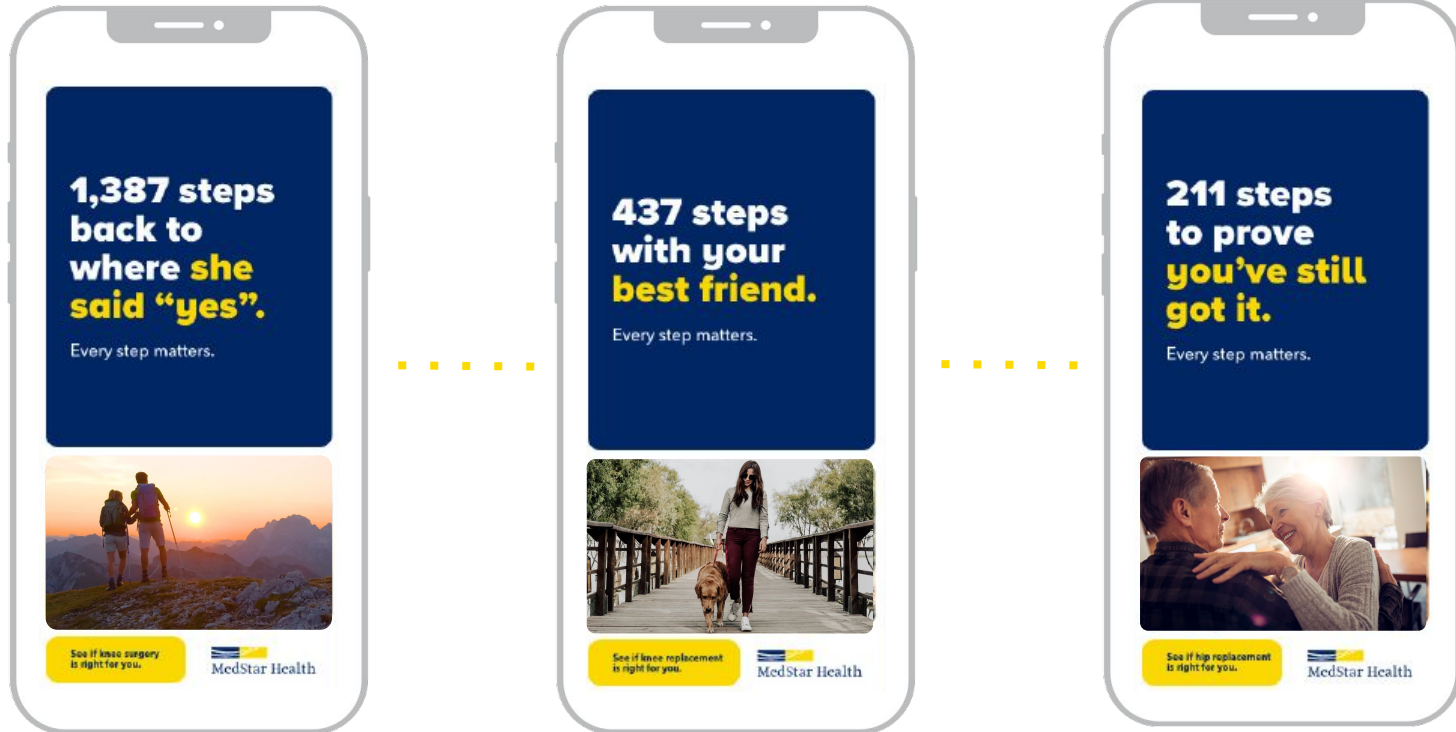
See if knee surgery is right for you.

In person or video visits.
Count on us.

Display Ads: Baltimore Region Orthopedic Campaigns

EXAMPLE

300 x 600 ADS



Offer Structure and Follow-up (for both regions)



High risk = appointment with orthopedic surgeon



Medium risk = appointment with Primary Care Sports Med or PM&R provider



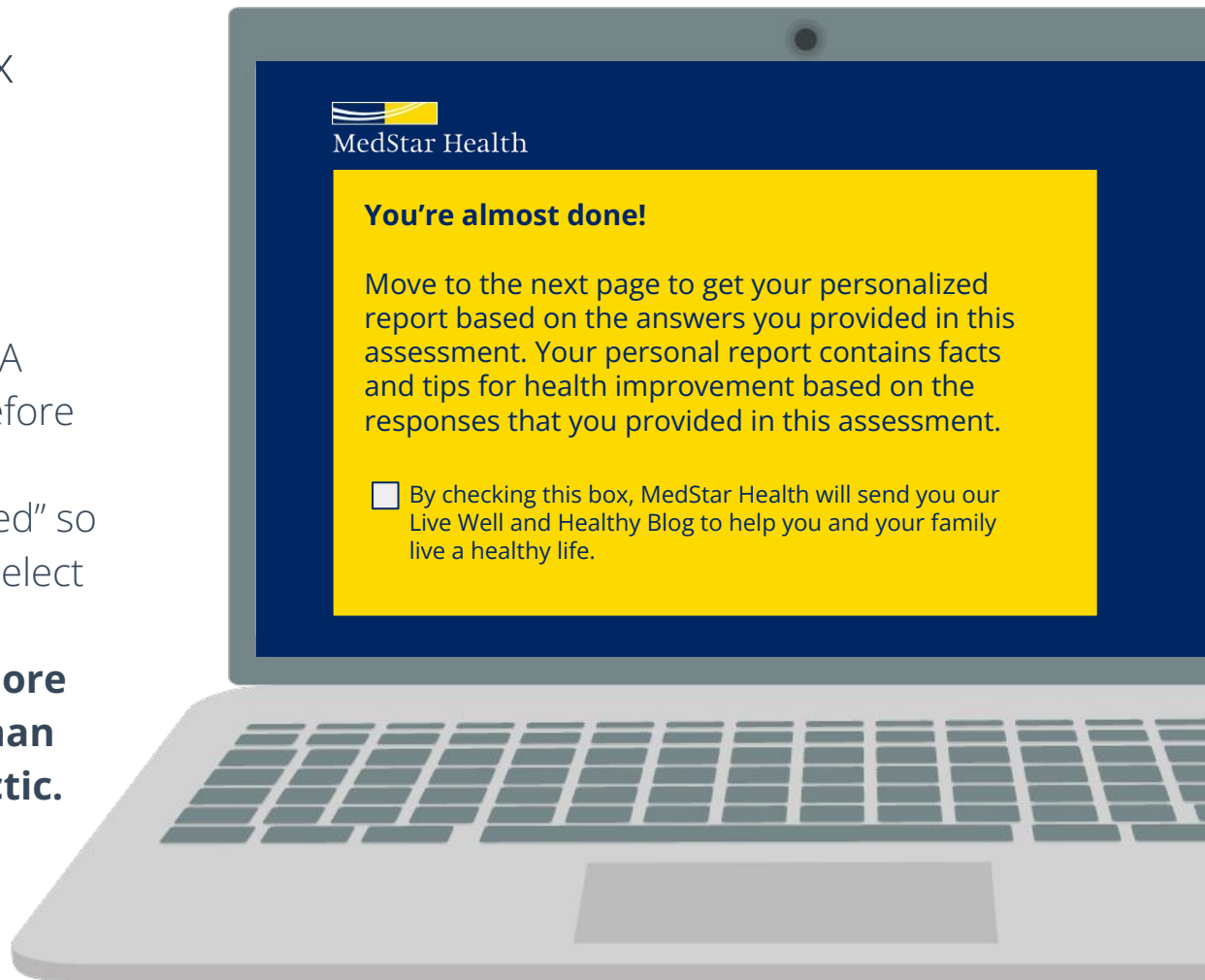
Low Risk = physical therapy appointment

- All customers who accept the offer are contacted by the appropriate call center to schedule an appointment
- All customers who complete the HRA are also offered to sign up for our monthly blog.
 - 715 new blog subscribers from the Hip and Knee HRAs

		You May Be At Risk for Hip/Knee Issues!	
Calls to Action:	Eligibility Criteria	Offer Details	Response Options
Surgical Offer	<p>How much pain do you feel in your knee/hip is “Moderate (Continual)” or “Severe” OR</p> <p>Any 2 or more of the following:</p> <ul style="list-style-type: none"> - Inability to walk or bear weight - Pain prevents me from participating in athletic or other physical activities - Activities of Daily Living (each one is listed separately and counted independently) - Participates in physically demanding movement 	<p>Would you like a member of our team to contact you regarding your risks and/or to discuss scheduling an appointment with one of our orthopedic surgeons?</p>	<p>Yes, I would like an appointment in the Central Maryland area</p> <p>Yes, I would like an appointment in the D.C. area</p> <p>No, thank you.</p>
Physiatry Offer	<p>NOT ELIGIBLE for Surgical Offer AND “I have chronic pain (such as arthritis symptoms)”</p>	<p>Would you like a member of our team to contact you regarding your risks and/or to discuss scheduling an appointment with one of our physiatrists?</p>	<p>Yes</p> <p>No</p>
Sports Medicine Offer	<p>NOT ELIGIBLE for Surgical Offer AND “I have acute pain (such as a twisted knee/fractured hip)”</p>	<p>Would you like a member of our team to contact you regarding your risks and/or to discuss scheduling an appointment with one of our Sports Medicine clinicians?</p>	<p>Yes</p> <p>No</p>
Physical Therapy Offer	<p>NOT ELIGIBLE for Surgical Offer AND Has never seen a MedStar Health PT OR Would like to see a MedStar Health PT again</p>	<p>Would you like a member of our team to contact you regarding your risks and/or to discuss scheduling an appointment with one of our physical therapists?</p>	<p>Yes</p> <p>No</p>

Blog Sign-Up Checkbox

- Located on last page of HRA (Description of Benefits) before Report Offer Page.
- Default setting is “unchecked” so participants must actively select to enroll.
- **The HRAs have driven more new blog enrollments than any other marketing tactic.**



Campaign Results: 300+ specialist appointments

Glossary:

Hits =
clicked through to HRA

Submissions =
provided contact info

Completions =
finished questionnaire

High Risk =
met all high-risk criteria

Accepted =
agreed to accept high-risk
appointment offer

Appts =
initial appointments that
were scheduled for
high-risk group

JointAware – Knee

(10/6/21)

Hits: 2,016

Submit: 1,197

Complete: 966

High Risk: 899

Accept: 548

Appts:
126*

93%

61%

23%

- 98 follow-up appointments including 5 surgeries
- 28 PT appointments

JointAware – Hip

(11/1/21)

Hits: 890

Submit: 510

Complete: 397

High Risk: 367

Accept: 198

Appts: 46*

92%

54%

23%

- 44 follow-up appointments including 3 surgeries.

Downstream:

- Ortho follow-up
- Injections
- X-ray
- MRI
- Pre- and post-op
- Surgery
- PT

Snags / Barriers Hit / Obstacles We Worked Around

1

.....

MedStar Health is a large, complex regional system

2

.....

Stakeholder alignment across both marketing and service lines

3

.....

Initially, too many participants in planning meetings

Results Roll Up - Super Simple Summary

	Baltimore	D.C.
SEM	60%	85%
PAID SOCIAL	25%	15%
DISPLAY	15%	N/A
TOTAL QUALIFIED LEADS	3,065 (548 attributed to HRAs)	3,797 (219 attributed to HRAs)

Average Cost Per Acquisition = \$145

Takeaways / Lessons / Final Thoughts



Get leadership buy-in
early



Select only the most
important stakeholders



Centralized call center
if possible



Active outreach and follow
up (avoid passive CTAs)