

PRESENTED BY:



Sarah Boggan

Digital Marketing Director -
Banner Health



Greg Gossett

CEO/Co-founder - HealthAware
HRA Client Success Leader, Medicom
Health & HealthAware

CASE STUDY:

Expert Tips for Meaningful HRA Success

How Banner Health's Knee/Hip HRA
Campaigns Support Organizational Goals &
Engage Consumers

About Our Presenters



 **Banner Health.**

Sarah Boggan

Digital Marketing Director – Banner Health

Sarah is the Digital Marketing Director for acute services at Phoenix-based Banner Health. Her marketing strategies support growth for six of the company's largest service lines. She was named one of Healthcare Insight Magazine's Emerging Leaders in Healthcare Marketing (2019). Her campaigns have been recognized by the Public Relations Society of America, the International Association of Business Communicators and the Phoenix Chapter of the American Marketing Association. Prior to her work in health care, Sarah was a newspaper reporter with the Pulitzer Prize-winning East Valley Tribune.



 **HEALTHAware**
an UNLOCK company

 **Medicom Health**
an UNLOCK company

Greg Gossett

CEO/Co-founder – HealthAware

HRA Client Success Leader, Medicom Health & 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 Banner Health

Headquartered in Phoenix, Arizona, Banner Health is one of the largest, nonprofit health care systems in the country. They are a fully integrated health system that owns and operates 30 hospitals, including three academic medical centers (Banner - University Medicine), Banner Health Network, Banner Medical Group, and other related health entities and services in six states: Arizona, California, Colorado, Nebraska, Nevada and Wyoming.

MAJOR PARTNERSHIPS



23.3B
in revenue

1.02B
in community benefits,
including in charity

AA-
bond rating

52K
total team
members

About Banner Health

CUSTOMERS

1,066,961

Covered Lives

5,361,482

Clinic Visits

1,460,580

Outpatient Visits

822,418

ED Visits

713,792

Urgent Care Visits

246,595

Admits

78,375

Observation Cases

231,906

Home Health Visits

143,789

Surgeries

33,124

Deliveries

PORTFOLIO OF SERVICES



Insurance

- Banner Network Colorado
- Banner Health Network
- University of Arizona Health Plans
- Banner | Aetna
- Medicare Advantage Plans



Ambulatory

- Urgent Care
- Ambulatory Surgery Centers
- Specialty Care
- Primary Care
- Occupational Health
- Cancer Centers
- Imaging Centers



Acute

- Academic Medical Centers
- Urban Hospitals
- Rural Hospitals
- Children's Medical Center
- Behavior Health Hospital
- Heart Hospital



Post-Acute

- Inpatient/Outpatient Rehabilitation
- Skilled Nursing Facility
- Home Health
- Hospice and Palliative Care
- Home Infusion
- Home Medical Equipment



Services

- Pharmacy Services
- Lab Services
- Telehealth

About Medicom Health

Medicom Health provides online, evidence-based health assessments designed to help clients meet consumer engagement, patient acquisition, and revenue goals.

Our platform allows leading health systems to collect consumer-provided health data, stratify users, and connect with at-risk consumers through tailored emails and integrations with marketing and clinical workflows.



Over 1,300 hospitals trust our service line-specific health risk assessments (HRAs) to engage millions of patients each year. Many customization, automation & mar-tech integration options are available and we add new features regularly. All development is by our long-standing, in-house team. Plus, we are HITRUST certified!

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.

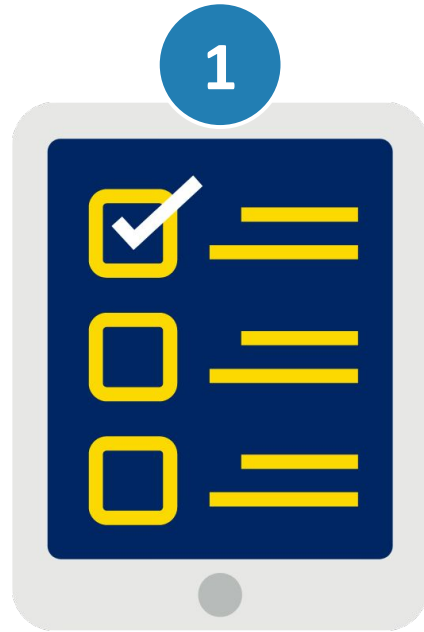


You have the health stats, contact info, and permission to message them.

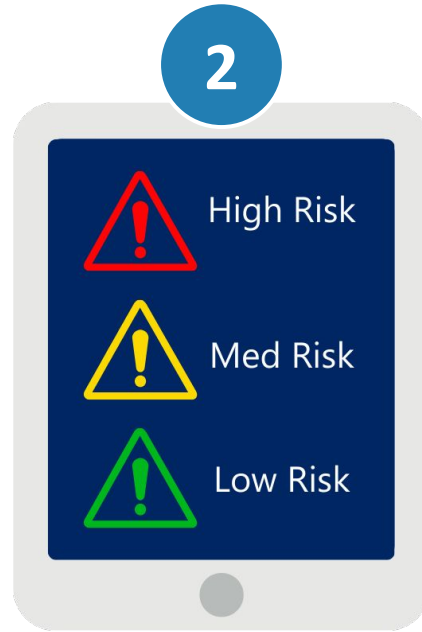


Our Follow-Up Guides have detailed roadmaps for personalized nurturing.

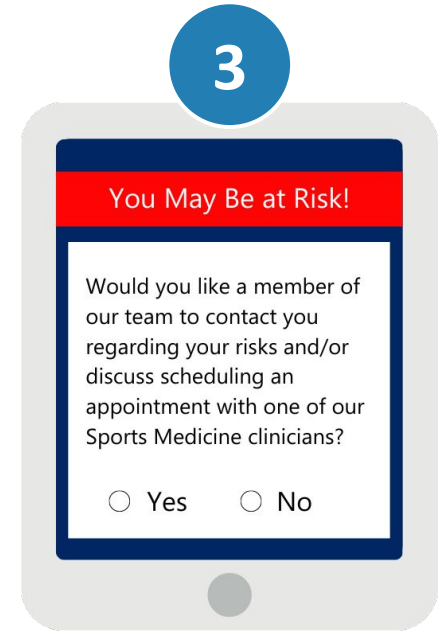
How An HRA Works



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.

Campaign Evolution

Enhancements Over Time

HRA Launch

March - December 2021

- Dedicated HRA digital advertising campaign
- No follow up call offered in the HRA
- Start-up Costs
- Difficult to quantify success
- Significant email follow-up (journeys) had not yet been developed
- Remarketing emails activated

Optimization

January - October 2022

- Promotion became organic effort including consumer email, website and social media push
- Activation of risk-based email journeys to nurture participants
- Brainstorming meetings with cross functional team to uncover additional tactics

Current

November 2022 - PRESENT

- Added HRA as secondary Call-To-Action on existing Orthopedic Campaign
- Added Phone Call offer to HRA to pilot outbound appointment scheduling effort
- Economically-efficient since campaigns are already running and we developed a closer tie between HRA completion and appointments booked

Banner Health's Challenges before using HRAs

CHALLENGE:

Need strategy to grow acute care service line volume.



SOLUTION:

HRAs engage community members and serve as a digital point of access.

CHALLENGE:

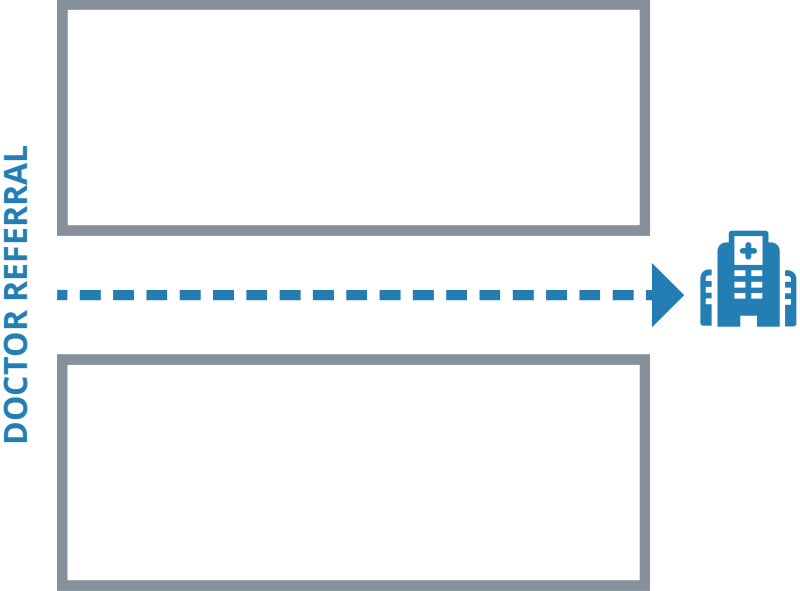
Nurture leads to encourage appropriate and needed care delivery.



SOLUTION:

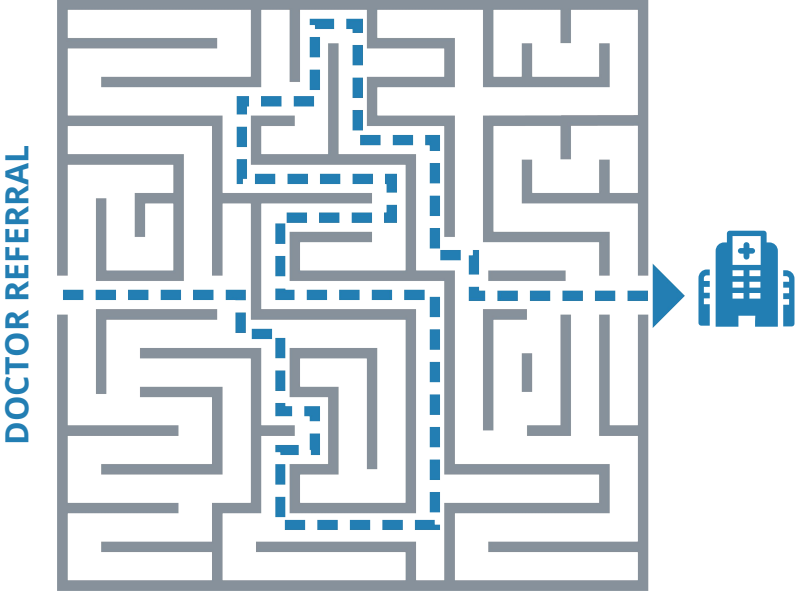
HRAs provide participants with education about their symptoms and information about available resources through personalized reports and risk-based email journeys.

Path to Services



What we **think** it looks like

vs



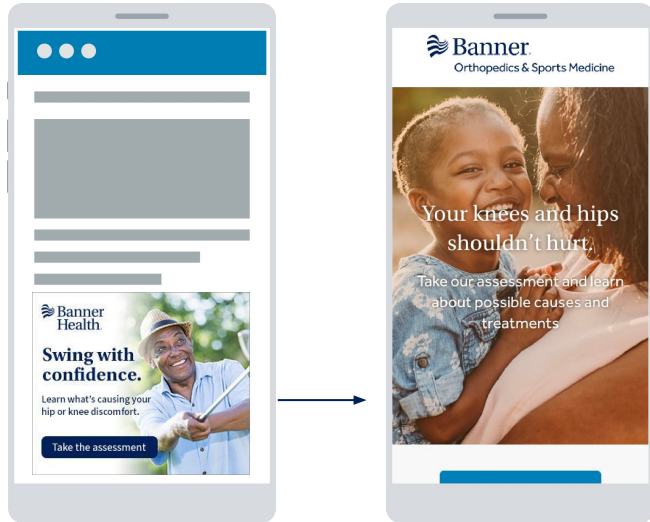
What it **actually** looks like

Collateral Examples

Dedicated HRA Campaign

DISPLAY

(HRA Launch in 2021)



Concept A – GOLF

Banner Health

Swing with confidence.

Learn what's causing your hip or knee discomfort.

Take the assessment

Concept B – YOGA

Banner Health

Find your best form again.

Learn what's causing your hip or knee discomfort.

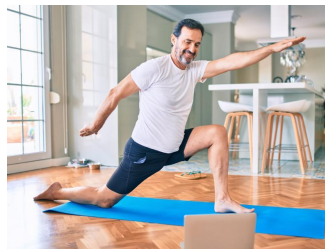
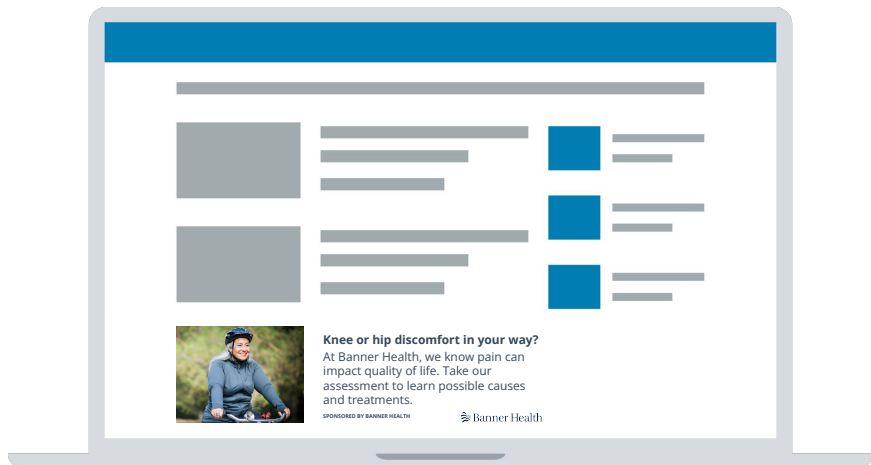
Take the assessment

Dedicated HRA Campaign

CREATIVE

NATIVE

(HRA Launch in 2021)



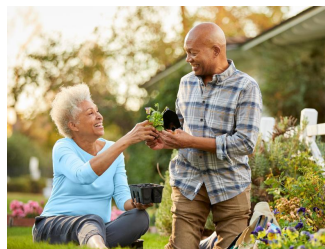
Your knees and hips shouldn't hurt

At Banner Health, we know pain can impact quality of life. Take our assessment to learn possible causes and treatments.



Knee or hip discomfort in your way?

At Banner Health, we know pain can impact quality of life. Take our assessment to learn possible causes and treatments.



You don't have to live with hip or knee discomfort

At Banner Health, we know pain can impact quality of life. Take our assessment to learn possible causes and treatments.



Dedicated HRA Campaign

CREATIVE

FACEBOOK

(HRA Launch in 2021)

Banner Health
Sponsored

Tune up your game and learn what's causing your hip or knee discomfort. At Banner Health, we know it's important to understand if the aches and pains you experience are a normal part of aging. Take our assessment to learn more.

Banner Health

BANNERHEALTH.COM
Take the assessment
Learn about possible causes and treatments. [Learn More](#)

Like Comment Share

Banner Health
Sponsored

Namaste to your best form again and learn what's causing your hip or knee discomfort. At Banner Health, we know it's important to understand if the aches and pains you experience are a normal part of aging. Take our assessment to learn more.

Banner Health

BANNERHEALTH.COM
Take the assessment
Learn about possible causes and treatments. [Learn More](#)

Like Comment Share

Banner Health
Sponsored

Find your way forward from knee or hip discomfort. At Banner Health, we know it's important to understand if the aches and pains you experience are a normal part of aging. Take our assessment to learn more.

Banner Health

BANNERHEALTH.COM
Take the assessment
Learn about possible causes and treatments. [Learn More](#)

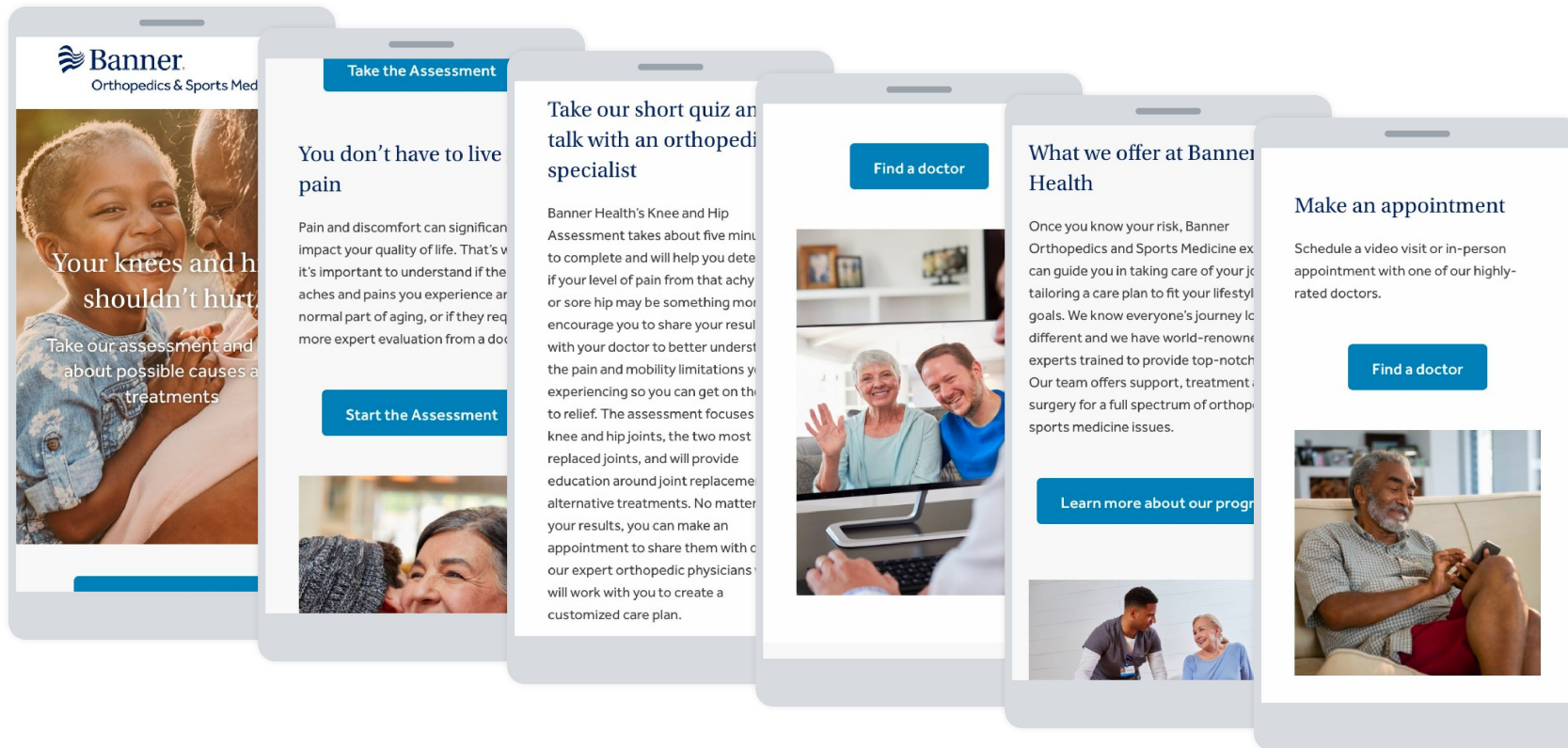
Like Comment Share

Dedicated HRA Campaign

CREATIVE

LANDING PAGE

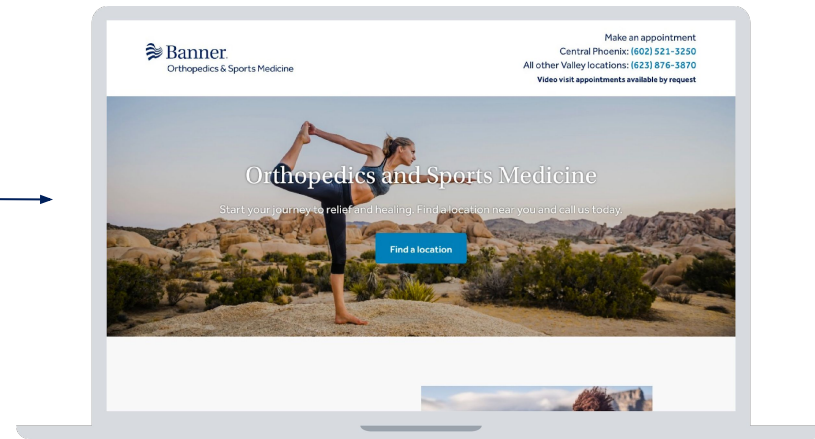
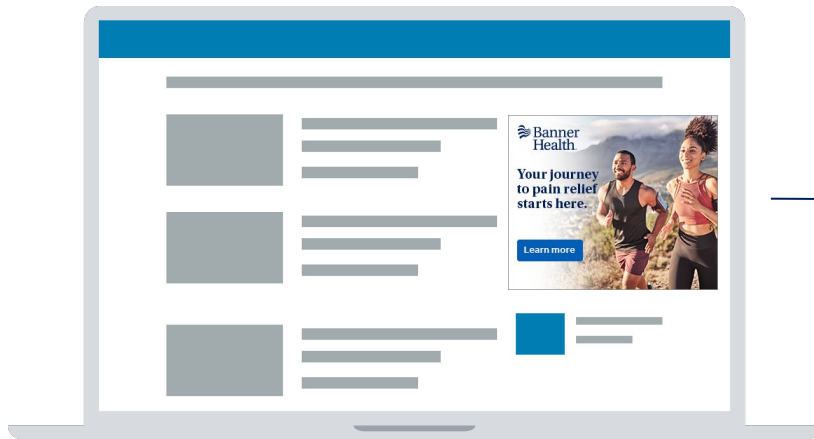
(HRA Launch in 2021)



HRA as a Secondary CTA

DISPLAY

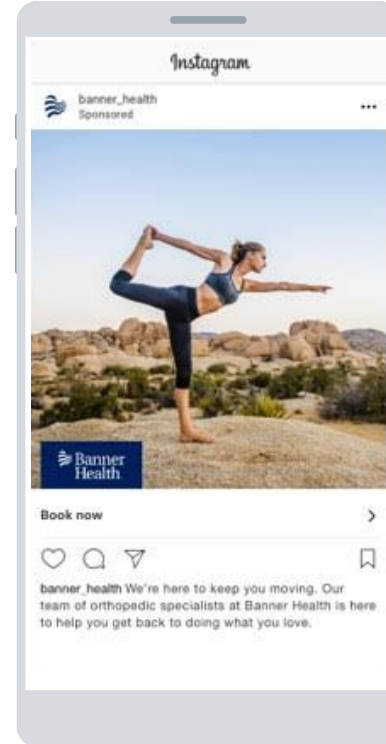
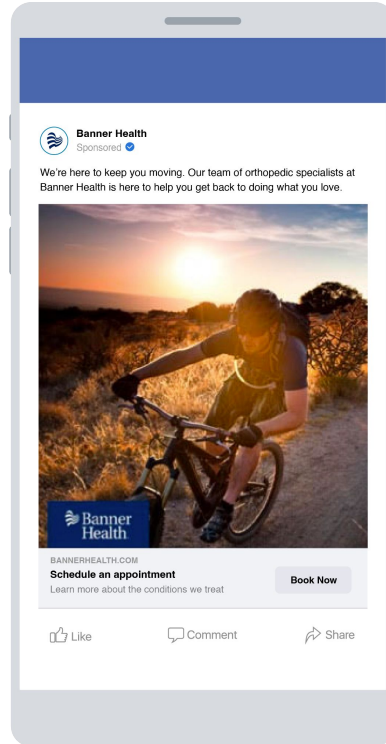
(Current Campaign)



HRA as a Secondary CTA

SOCIAL

(Current Campaign)

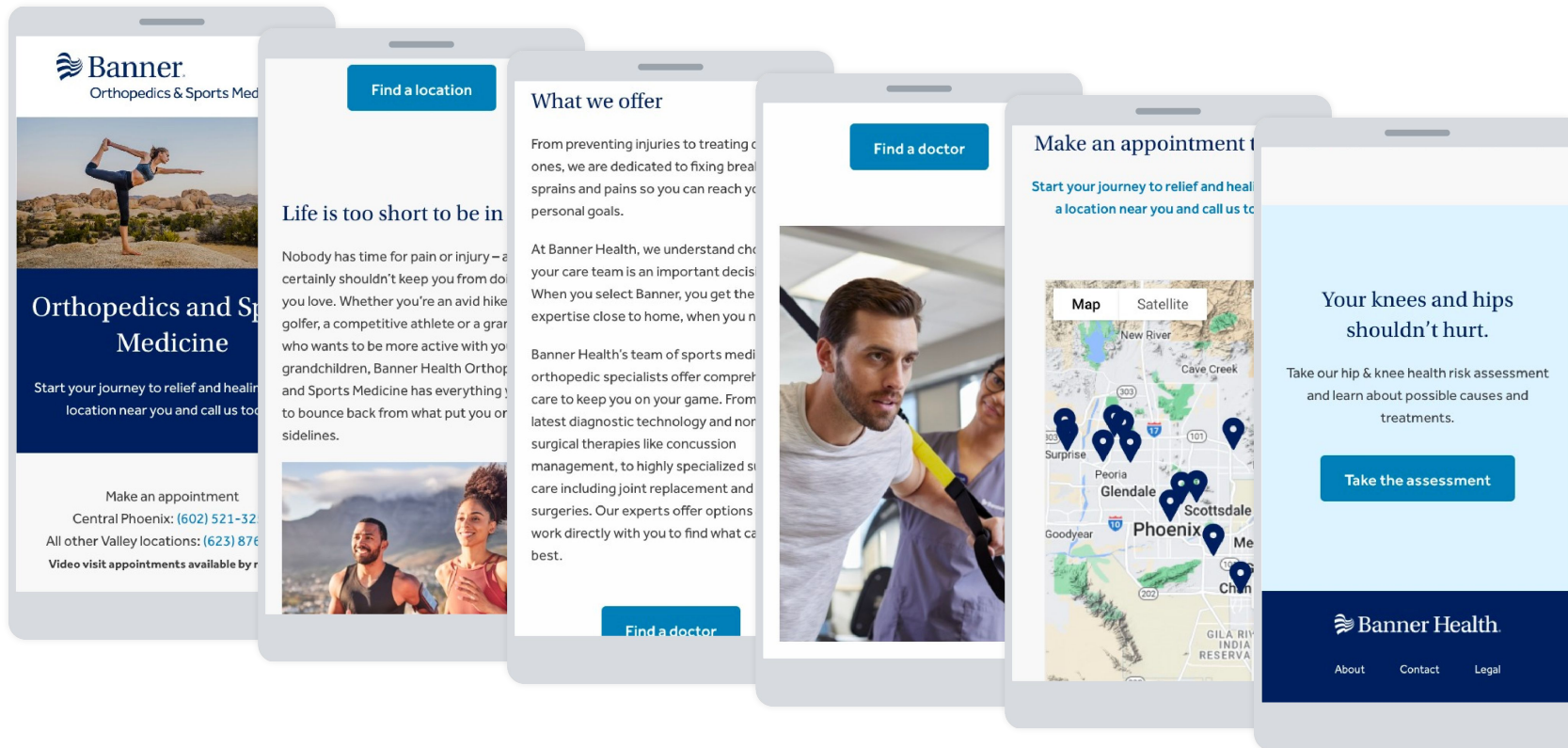


Dedicated HRA Campaign

CREATIVE

LANDING PAGE

(Current Campaign)



Offer for Follow-Up Call

Current Campaign

The image shows a laptop screen displaying a web form titled "Joint Pain Test" by Banner Health. The form has a dark blue header with the text "Joint Pain Test" and "Banner Health" on the left, and "About | Contact" on the right. Below the header, a message states: "You must complete the **required fields *** to continue through this assessment." The form contains several input fields: "First name *" with a placeholder "Your first name" and a red asterisk icon; "Last name *" with a placeholder "Your last name"; "ZIP code *" with a placeholder "ZIP code"; and "Phone" with three separate input boxes containing placeholders "###", "###", and "####". On the right side, there are two checkboxes: one for "We may call you to discuss scheduling an appointment based on your results." (unchecked) and one for "Email me a copy of my report" (checked). Blue navigation arrows are visible on the left and right sides of the form area.

Joint Pain Test
Banner Health

About | Contact

You must complete the **required fields *** to continue through this assessment.

First name *
Your first name

Last name *
Your last name

ZIP code *
ZIP code

We may call you to discuss scheduling an appointment based on your results.

Email me a copy of my report

Phone
####

Follow-Up Call Considerations and Challenges

CHALLENGE:

Banner Health has a centralized call center but they do not usually handle outbound scheduling.

SOLUTION:

- HRA data is delivered in daily batches.
- Leads are segmented based on zip code.
- Referral Coordinators at 7 clinics in 3 markets make outbound calls to schedule appointments with participants whose symptoms are Moderate to Severe and who request a call.

**Banner Health's
outbound calls average
a 22% success rate for
scheduling
appointments with
enrollees from the
Knee & Hip HRA.**

Results

HRA Launch

March - December 2021

VISITS

5k

2.5k

0

MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

Over **36,000** visits with more than **9,000** completions

Optimization

January - October 2022

VISITS

200

100

0

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT

Over **4,000** visits with more than **800** completions

Current

November 2022 - PRESENT

VISITS

2k

1k

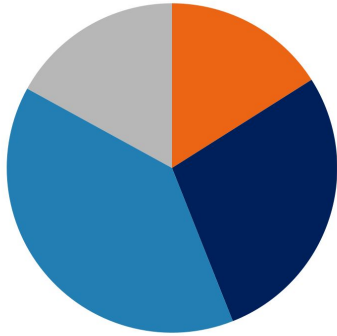
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NOV 22 DEC 22 JAN FEB MAR APR MAY

Over **15,000** visits with more than **2,500** completions

HRA Launch

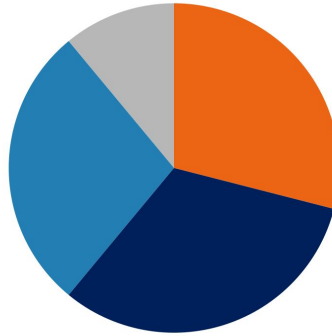
March - December 2021







	<u>USERS</u>	<u>%</u>
	1,497	16%
	2,556	28%
	3,605	39%
	1,561	17%

Optimization

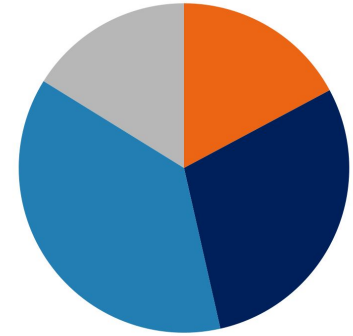
January - October 2022







	<u>USERS</u>	<u>%</u>
	232	29%
	258	32%
	230	28%
	88	11%

Current

November 2022 - PRESENT



	<u>USERS</u>	<u>%</u>
	433	17%
	737	29%
	936	37%
	404	16%

Categories of Symptoms

 SEVERE

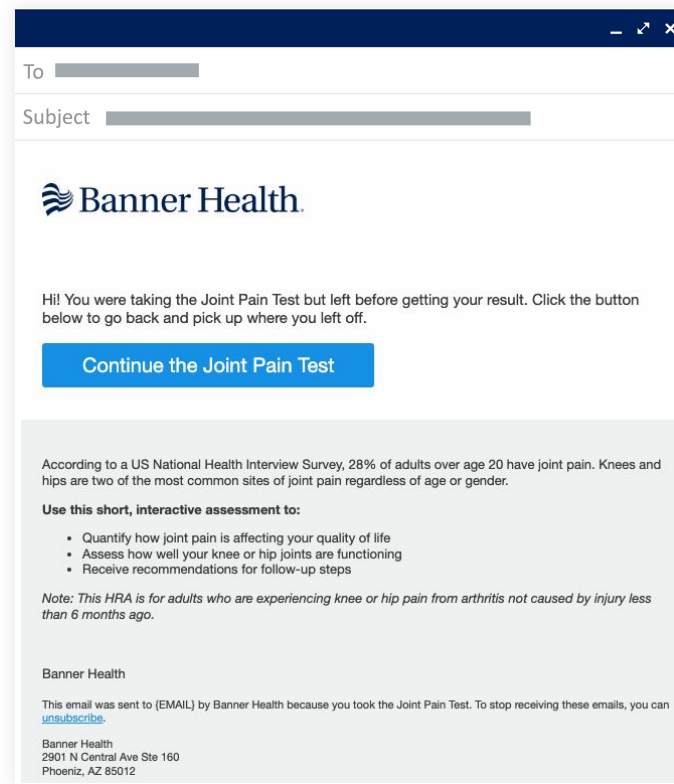
 MODERATE

 MILD

 NONE

Remarketing Email

DATE	SENT	OPENED	CLICKED	UNSUBSCRIBED	REMARKETING SUCCESS
HRA LAUNCH	5,752	2,888 (50%)	488 (8%)	70 (1%)	280
OPTIMIZATION	489	276 (56%)	27 (6%)	13 (3%)	12
CURRENT	2,370	1,442 (61%)	201 (2%)	28 (2%)	90



Salesforce Marketing Cloud Integration



Hip to Be Healthy

Twist. Walk. Jump. Sit.

No matter what you're doing, your hips help you do it. That's because your hips play a role in almost every move you make, so they need to be protected and kept flexible. Do just that with these tips:

1. **Trim down.** Extra weight means added pressure on your joints. Including your hips. By reducing your waistline, you lower the stress your hips handle on a daily basis.
2. **Exercise.** Want some hip reasons to exercise? Weight-bearing exercises help you maintain bone density, while balance exercises help you stay on your feet and prevent hip-fracturing falls.
3. **Medicate wisely.** Certain medications can cause dizziness, which leads to falls. Ask your doctor if your medication puts you at risk for dizziness. You may also want to ask about a vitamin D supplement for an added boost of hip protection.
4. **Check your eyes.** Bumps and falls can cause major damage to your hips. Have your eyes checked to prevent an accident.

If you're beginning to experience hip pain, your primary care physician or an orthopedic specialist can help.

[Book Now](#)



Four Ways to Feel 'Hip' at Every Age

Don't let hip pain stop you from the activities you love.

[Learn More](#)



Banner Health Account



Find a Doctor or Book Now



Find a Location

Stay Connected



Options for Pain Management

You have options for hip and knee joint pain management. Whether you choose at-home methods, lifestyle changes or outpatient pain management, there's a solution for you.

- **Exercise and Physical Therapy.** Physical activity helps your body circulate nutrient-rich blood to the joints. It also increases your muscle strength and can aid in weight loss, both of which can help alleviate joint pressure. A physical therapist can also help you learn the best ways to move for your body.
- **Treatment at Home.** Ice, heat, over-the-counter pain medications, rest ... the list goes on for do-it-yourself ways to manage pain. Talk to your doctor about your best options for at-home treatments.
- **Outpatient Procedures.** Injections and nerve blocks are quick and simple procedures. They're done on an outpatient basis, so they require little to no downtime. These methods can be especially helpful for chronic pain.

Banner Health is here to help you find the most effective way to alleviate your pain

[Learn More](#)



Pain management for joint pain

Ready to learn more about your options for pain relief?

[Learn More](#)



Banner Health Account



Find a Doctor or Book Now



Find a Location

Stay Connected



Prehab Before You Rehab

If you're considering joint replacement surgery, you've probably thought about how painful physical therapy (PT) afterwards will be. But one of the best ways to speed up rehabilitation is to actually start PT before you have surgery.

Studies have shown that hip and knee replacement surgery patients who use strength training, aerobic activities and flexibility exercises for at least six weeks before their surgery have better — and faster — outcomes. Prehabilitation, or prehab, also makes it up to 73 percent less likely you will need inpatient rehabilitation after surgery, which means you will save money, time and discomfort.

Even if your insurance doesn't cover multiple prehab visits, Banner Health physical therapists are eager to work with you and teach you exercises you can do at home.

[Therapy Options](#)



If you're not already scheduled for prehabilitation — or you aren't sure if joint replacement surgery is right for you — make an appointment with a Banner Health orthopedic surgeon today. We can assess your pain and refer you to physical therapy.

[Book Now](#)



Banner Health Account



Find a Doctor or Book Now



Find a Location

Stay Connected



In Conclusion

Success is Dependent on Getting Everyone on Your Team Excited About HRAs

Be prepared for and work in time to:

- Build a team dedicated to the success of HRAs
- Expand your email journey, including content needed
- Understand metrics & reporting
- Always be on the lookout for new ways to incorporate HRAs into existing promotions and outreach efforts

Questions?