

PRESENTED BY:



Julie Badot

Executive Director, Marketing
Communications & Content Strategy -
Cape Cod Healthcare



Greg Gossett

CEO/Co-founder - HealthAware

CASE STUDY:

Health Risk Assessments Truly Work!

How Cape Cod Healthcare's Breast Cancer
HRA Went From a Nice Enhancement to
Indispensable



**CAPE COD
HEALTHCARE**

About Our Presenters



CAPE COD
HEALTHCARE

Julie Badot

Executive Director, Marketing Communications
& Content Strategy – Cape Cod Healthcare

An experienced marketing and project management professional, Julie Badot oversees strategic branding, content development and marketing and communications initiatives for Cape Cod Healthcare, the leading provider of healthcare services for residents and visitors of Cape Cod. She is known for her ability to build collaborative relationships with internal stakeholders and external partners, fostering the power of teamwork to deliver successful marketing outcomes. Julie and her team have won multiple healthcare advertising and communication awards and have implemented innovative initiatives to enhance patient engagement. When she's not developing communications plans and analyzing performance metrics, she enjoys hitting the trails by foot and mountain bike with her family and their 10-month old puppy.



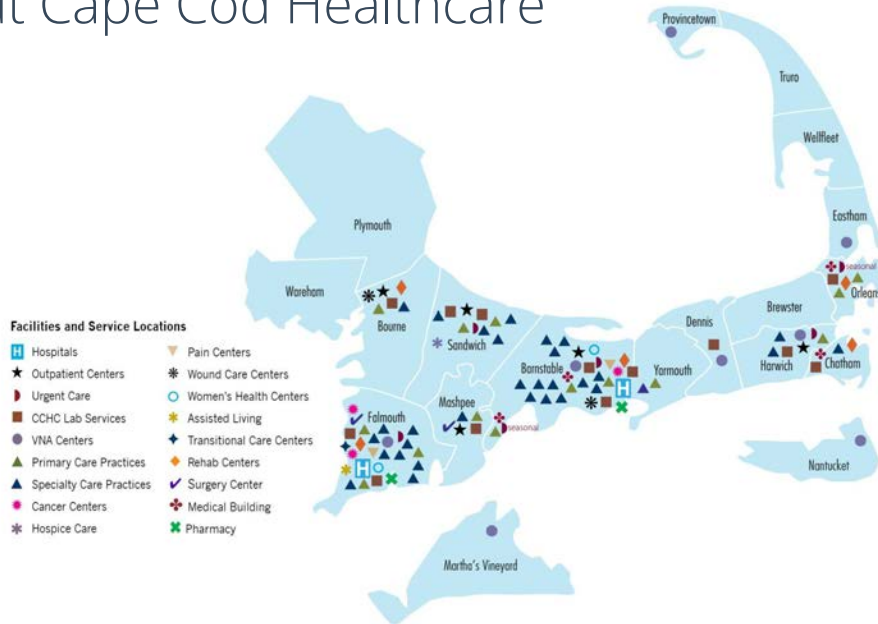
Greg Gossett

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 Cape Cod Healthcare



At a Glance

550+
physicians

5,000
employees

500
volunteers

NATIONAL RECOGNITION: DEDICATION TO HIGHEST QUALITY CARE STANDARDS

Designated
BlueDistinction®
Center
Cardiac Care



\$25M+
annual regional
community health
initiatives

Accreditation - Satisfying Community Outreach Requirements



Both women's imaging centers — Cuda Women's Health Center & Seifer Women's Health and Imaging Center — are accredited by the National Accreditation Program for Breast Centers (NAPBC).



The Commission on Cancer, a program of the American College of Surgeons, recognizes cancer care programs for their commitment to providing comprehensive, high-quality and multidisciplinary patient-centered care.

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.

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.

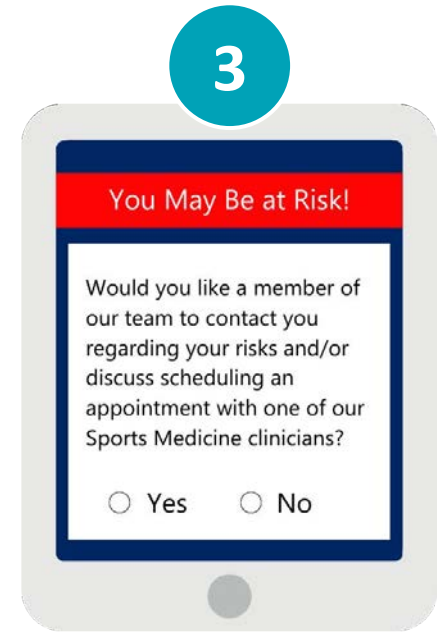
How An HRA Works



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

Driving Intention

HeartAware was the original HRA at Cape Cod

- Wanted better consumer & patient engagement tools
- Wanted to prove success before expanding to other HRAs
- Tried using AHA online quiz, but struggled to connect consumers to service line
- The HRA connected the dots for conversion:
 - CTA drove new patients to the cardiovascular service line — turning web visits into actual care visits (appointments)

BreastCancer Aware was an easy next step due to the success of HeartAware

Breast Cancer HRA - Getting Started

- Service line & physicians very engaged with marketing:
 - “What can we do differently?”
 - “How can we engage these 1 in 4 women?”
 - “We need to connect the dots between engagement, diagnostics and treatment.”
- Pandemic did not allow for an in-person event — needed to engage remotely
- Physicians really like the Breast Cancer HRA concept
- Custom CTA to filter patients:
 - Women at average risk → direct to screening mammogram
 - Women at high / increased risk (genetic) → in-person consultation

CAMPAIGN GOAL:

- Target women age 40+ for annual screenings / mammograms
- Encourage all women to have in-person breast screenings starting at age 25

HRA SOLUTION:

- Risk levels identified
- Provide appropriate next steps & offer recommendations based on responses

Campaign ran Q4 2021 & Q4 2022

Messaging Vision

- Focus on more than just genetic risks (i.e. image of mother, daughter, grandmother)
- Used a mosaic of women of all ages
- Main message:
 - “1 in 8 are at risk”
- Custom CTA:
 - Screening mammogram for those at average risk
 - Consultation for those at high or genetic risk



Breast Cancer Awareness

Learn your breast cancer risk

1 in 8 women in the U.S. will develop breast cancer in her lifetime. Knowing your risk will enable you to take control of your health and provide you with the best defense against breast cancer.

Early detection saves lives.

BreastCancerAware is a free risk assessment that will take about 5 minutes to complete. At the end, you will receive personalized, strictly confidential information that will help you:

- Assess your current health status and identify those medical or lifestyle conditions that may lead to development of the disease
- Take action to reduce your level of risk



Scan this code to begin your assessment or visit capecodhealth.org/womens-health



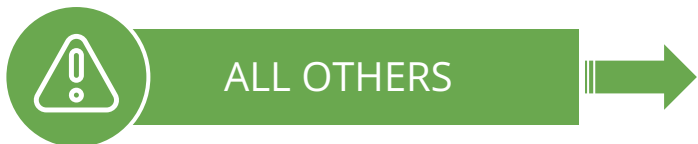
Breast Cancer HRA Journeys



In-person consultation for active breast concerns, genetic risks, or other breast symptoms offered



Screening mammogram or recommendation of in-person consult for 25+ offered



Either not eligible for screening mammogram or up-to-date on screening mammograms → information and reminder to stay on top of breast health provided

Making Things Operational

Biggest concern — “Who’s vetting this?”

- Clinical review & quality of HRA were most important
- Needed a clinical lead to confirm HRA science & ensure CTAs led to the right journeys

Formed a formal partnership and HRA team

- Select physicians
- Specialized NPs from high-risk cancer programs

Focused on evidence from various medical societies

Collateral Examples

October 2021 Breast Cancer Awareness Month



“My mother and grandmother died from cancer. After a mammogram, the nurse said I’d be a good candidate for genetic testing. I tested positive for a rare genetic mutation that has similar cancer risks as the BRCA gene. This knowledge empowered me to make the best decisions for my health and my family.”
- Sarah S. Harwich

Cape Cod Healthcare Women’s Health is an entire network dedicated to the specialized care of women. We’re committed to keeping you healthy with the latest in technology and diagnostic expertise, supported by the full resources of Cape Cod Healthcare.

High-Risk Hereditary Cancer Program



CAPE COD HEALTHCARE
Women’s Health

Comprehensive care, close to home.

Learn your breast cancer risk at www.capeCodHealth.org/Womens-Health



Cape Cod Healthcare Women’s Health is an entire network dedicated to the specialized care of women. We’re committed to keeping you healthy with the latest in technology and diagnostic expertise, supported by the full resources of Cape Cod Healthcare.



Each of the three overlapping print ads features a portrait of a woman and a testimonial. The text on each ad is similar to the main ad, highlighting the specialized care of Cape Cod Healthcare Women’s Health. The ads are arranged in a staggered, overlapping fashion.

Lamplighter Award received at NESHCo for the 2021 Breast Cancer Awareness Month campaign

Reducing **Breast Cancer Risk** through **Lifestyle Behaviors**


The impact of nutrition, exercise, weight management and alcohol use

A virtual event for October
Breast Cancer Awareness Month


Thursday, October 21, 2021
7:00 - 8:00 p.m.

Presented by **Kumara Sidhartha, MD, MPH,**
Medical Director Cape Cod Healthcare
ACO and EHP, with introduction from
**Jill Oxley, MD, FACS, Breast Surgeon and
Director of Breast Services CCHC**


FREE and open to the public.
Registration is required (online access information
will be provided upon registration).
Reserve your spot at:
www.capecodhealth.org/october-awareness
For additional information, please contact the
Cape Cod Healthcare Access Line at 844-275-2242.



Kumara Sidhartha, MD, MPH
Internal Medicine



Jill Oxley, MD, FACS
Breast Surgery




Lara Bryan Rest, MD
Radiologist - Breast Specialist

Providing women the most advanced breast care, right here on Cape Cod

Cape Cod Healthcare provides proactive, pioneering breast care close to home, using the latest in technology and diagnostic expertise. At Seifer Women's Health & Imaging Center in Falmouth, we provide the most advanced equipment and tools for breast screening and diagnosis of breast cancer, along with a dedicated team of breast care experts.

Our modern facility gives women access to high-quality care in a space that is serene, comfortable and private.

- 3D Mammography
- Breast MRI
- FAST MRI
- Breast Biopsy - Stereotactic, MRI-Guided and Ultrasound-Guided
- Breast Ultrasound
- Hereditary Cancer Risk Screening and Testing
- High-Risk Hereditary Cancer Program
- Breast Cancer Support Group
- Bone Densitometry

 Accredited by the National Accreditation Program for Breast Centers (NAPBC), having met rigorous standards and review:



CAPE COD HEALTHCARE
Women's Health Centers
Seifer Women's Health & Imaging Center - Falmouth

Seifer Women's Health and Imaging Center
Falmouth Hospital
90 Ter Heun Drive, Falmouth
1-877-224-2009
capecodhealth.org/seifer
Schedule a mammogram at
capecodhealth.org/3d-mammography

Sample Rack Cards

CREATIVE

Breast Cancer Awareness



Learn your breast cancer risk

1 in 8 women in the U.S. will develop breast cancer in her lifetime. Knowing your risk will enable you to take control of your health and provide you with the best defense against breast cancer.

Early detection saves lives.



Scan this code to begin your assessment or visit capecodhealth.org/womens-health



 CAPE COD HEALTHCARE
Women's Health

Early Detection Saves Lives



Excluding cancers of the skin, breast cancer is the most common cancer among women, accounting for nearly 1 in 3 cancers diagnosed in US women. Men are generally at low risk for developing breast cancer; however, they should report any change in their breasts to a physician.

BreastCancerAware is a free risk assessment that will take about 5 minutes to complete. At the end, you will receive personalized, strictly confidential information that will help you:

- Assess your current health status and identify those medical or lifestyle conditions that may lead to development of the disease
- Take action to reduce your level of risk, including making you aware of the many services available through Cape Cod Healthcare

Being aware of your risk is a proactive step in your defense against breast cancer.

Learn more about our Breast Care services at capecodhealth.org/womens-health.



9.2023/CCHC

 CAPE COD HEALTHCARE
Women's Health

Breast Surgery

Jill Oxley, MD, FACS
Breast Surgery



Board Certification:
American Board of Surgery

Residency:
Boston Medical Center, Boston, MA
(General Surgery)

Medical School:
Yale University School of Medicine,
New Haven, CT

Affiliations:

- Cape Cod Hospital
- Member of Cape Cod Preferred Physicians

Cuda Breast Care Center at CCHC
Wilkins Outpatient Medical Complex
35 Wilkens Lane | Hyannis, MA 02601
508-957-1720

 CAPE COD HEALTHCARE
Women's Health

Accepting New Patients

Dr. Jill Oxley is a highly-skilled breast surgeon offering patients over 20 years of experience. Along with an expert Breast Care team that encompasses routine and diagnostic breast imaging and the High-Risk Hereditary Cancer Program, she is an integral part of a patient's journey should a diagnosis of breast cancer be confirmed. From initial consultation through surgical treatment and care coordination, Dr. Oxley is dedicated to achieving the best outcomes for her patients, partnering with our medical and radiation oncologists to create a personalized care plan.

Dr. Oxley is the Director of Breast Care Services for Cape Cod Healthcare. Additionally, she is the Medical Chair for Cape Cod Hospital's National Accreditation Program for Breast Centers committee, a Fellow of the American College of Surgeons, a member of the American Society of Breast Surgeons, a member of the board of directors for the Massachusetts Breast Cancer Coalition and certified in the Hidden Scar™ breast surgery technique.

Dr. Oxley's clinical interests include:

- Benign and malignant diseases of the breast
- Oncoplastic breast surgery
- High-risk breast cancer screening

Learn more about Breast Care services at capecodhealth.org/womens-health.

To schedule an appointment
with Dr. Oxley,
please call 508-957-1720.


9.23/CCHC

Digital Ads

CREATIVE

Cape Cod Healthcare
Sponsored · 🇺🇸

The earlier breast cancer is detected, the easier it is to treat. Advanced 3D mammography available, close to home.




DIGITAL.CAPECODHEALTH.ORG
Schedule Your Mammogram Online Today [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Cape Cod Healthcare
Sponsored · 🇺🇸

Being aware of your breast cancer risk is a proactive step in your defense against this disease.




HA.HEALTHAWARESERVICES.C...
CancerAware (Breast) - Health Risk Assessment [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Cape Cod Healthcare
Sponsored · 🇺🇸

3D Mammography is the gold standard for screening. Schedule an appointment today.




DIGITAL.CAPECODHEALTH.ORG
Schedule Your Mammogram Online Today [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

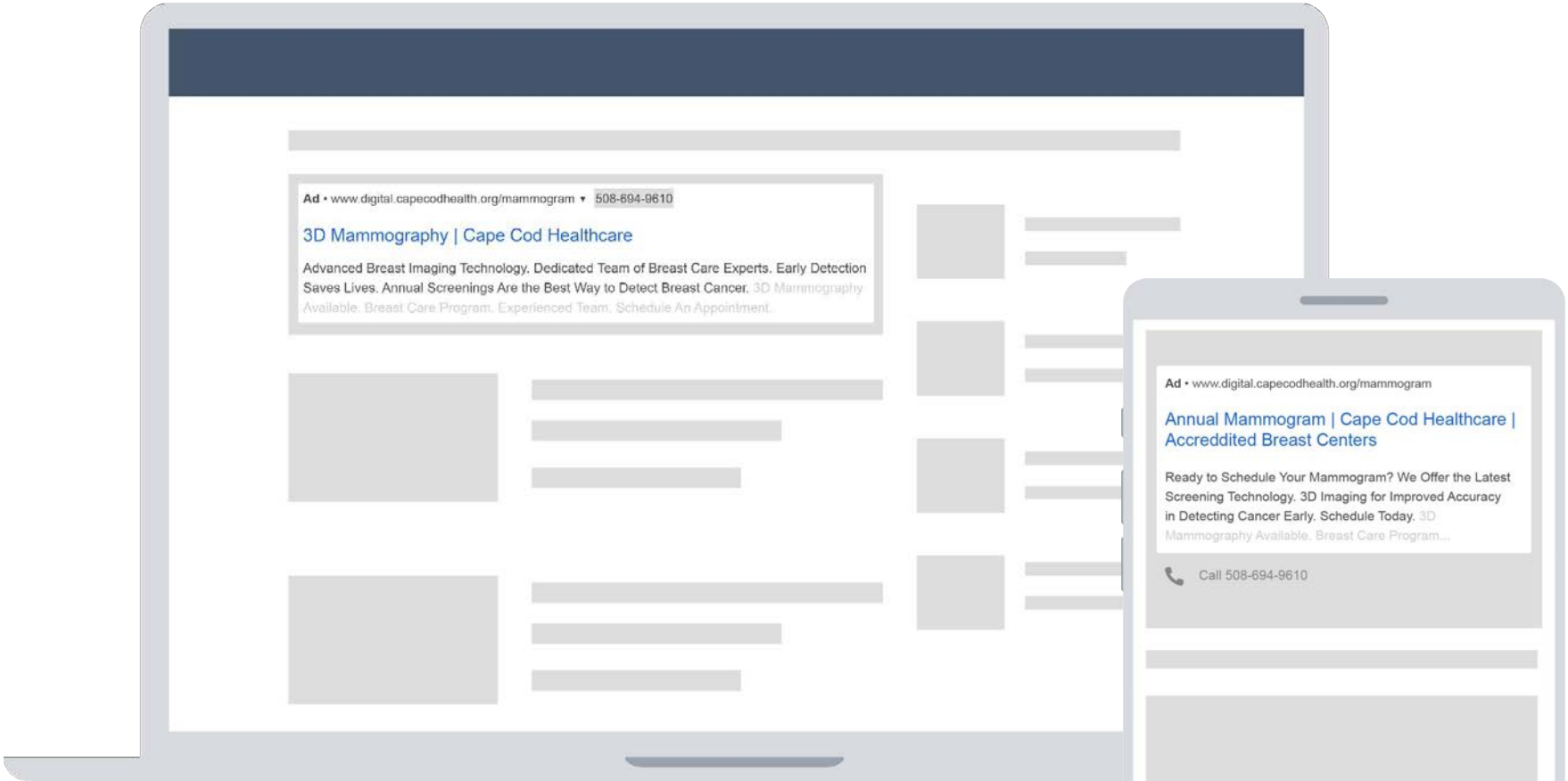
Cape Cod Healthcare
Sponsored · 🇺🇸

Early detection is key to breast cancer survival. Learn more about breast health and risk factors.



HA.HEALTHAWARESERVICES.C...
Take a FREE Breast Cancer Risk Assessment. [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share



Ad • www.digital.capecodhealth.org/mammogram • 508-694-9610


3D Mammography | Cape Cod Healthcare

Advanced Breast Imaging Technology. Dedicated Team of Breast Care Experts. Early Detection Saves Lives. Annual Screenings Are the Best Way to Detect Breast Cancer. 3D Mammography Available. Breast Care Program. Experienced Team. Schedule An Appointment.

Ad • www.digital.capecodhealth.org/mammogram

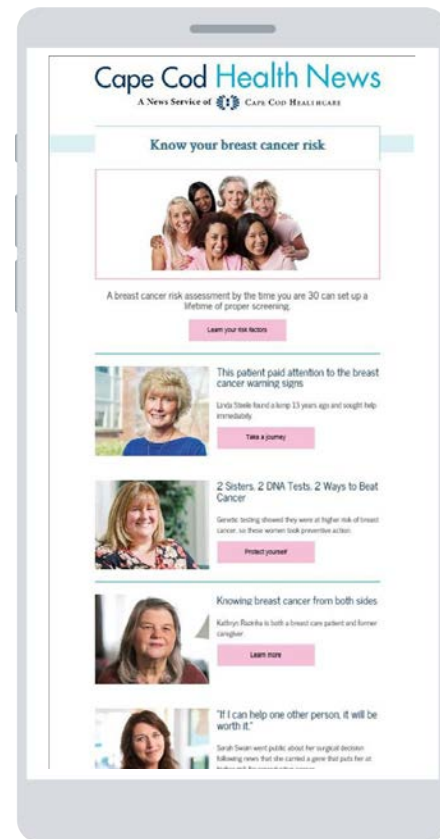
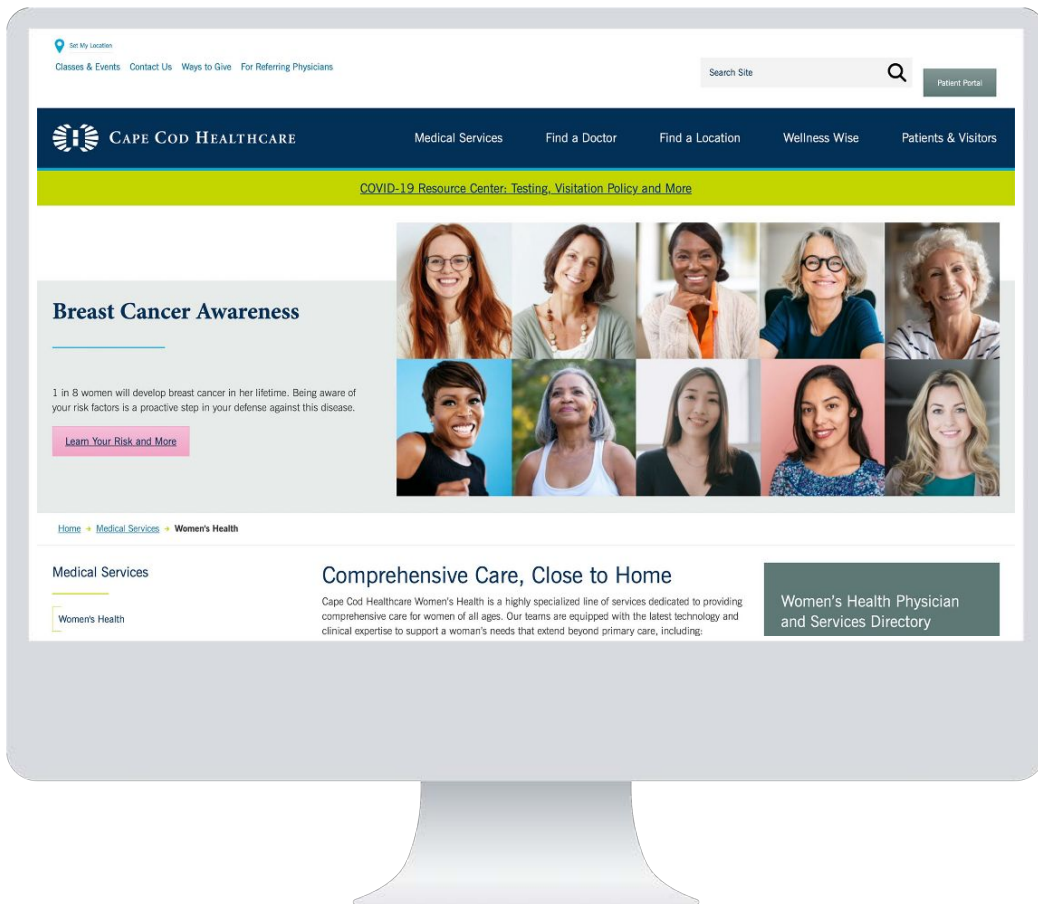
Annual Mammogram | Cape Cod Healthcare | Accredited Breast Centers

Ready to Schedule Your Mammogram? We Offer the Latest Screening Technology. 3D Imaging for Improved Accuracy in Detecting Cancer Early. Schedule Today. 3D Mammography Available. Breast Care Program...

 Call 508-694-9610

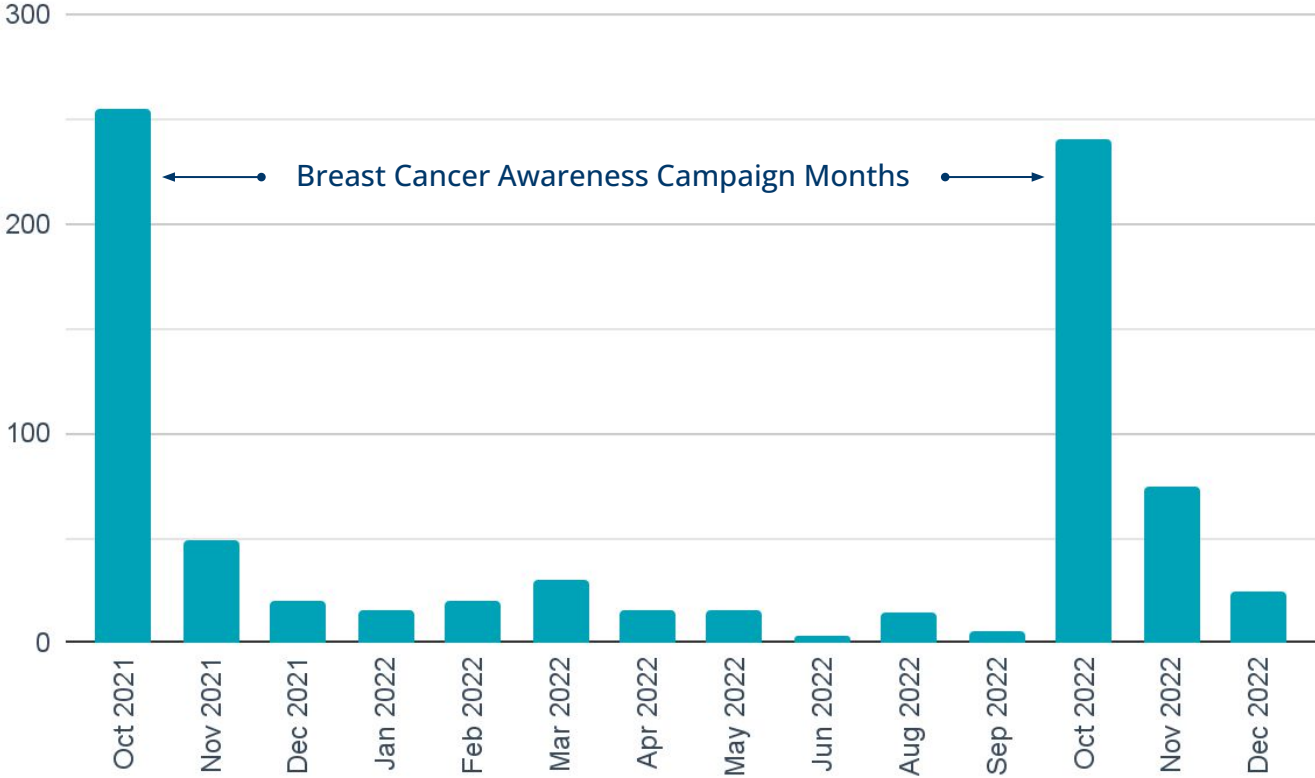
Web and Landing Pages

CREATIVE



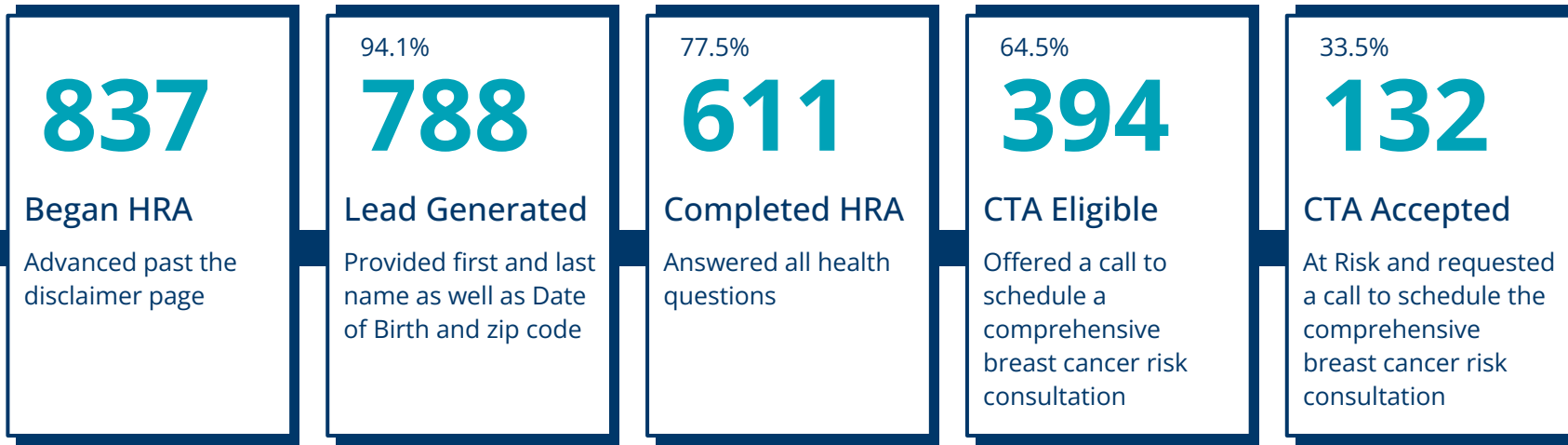
Results

BreastCancerAware Usage Volume



Lead Generation & Completion Rates

10/1/2021 - 12/31/2022



Lead Generation Rate: **94.1%**

NATIONAL AVERAGE: 60.8%

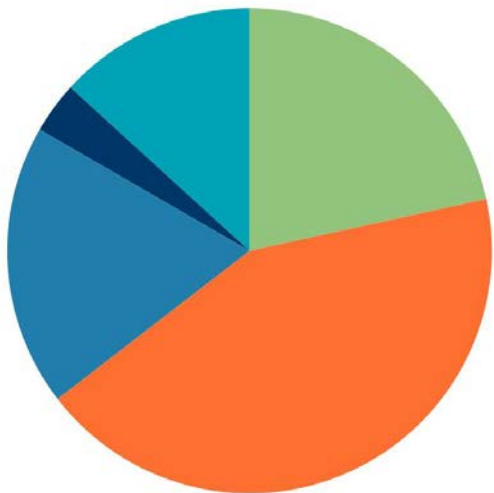
Completion Rate: **73%**

NATIONAL AVERAGE: 52%

Offer Results

65%

of participants who complete the HRA are offered a call to schedule a breast cancer risk consultation.



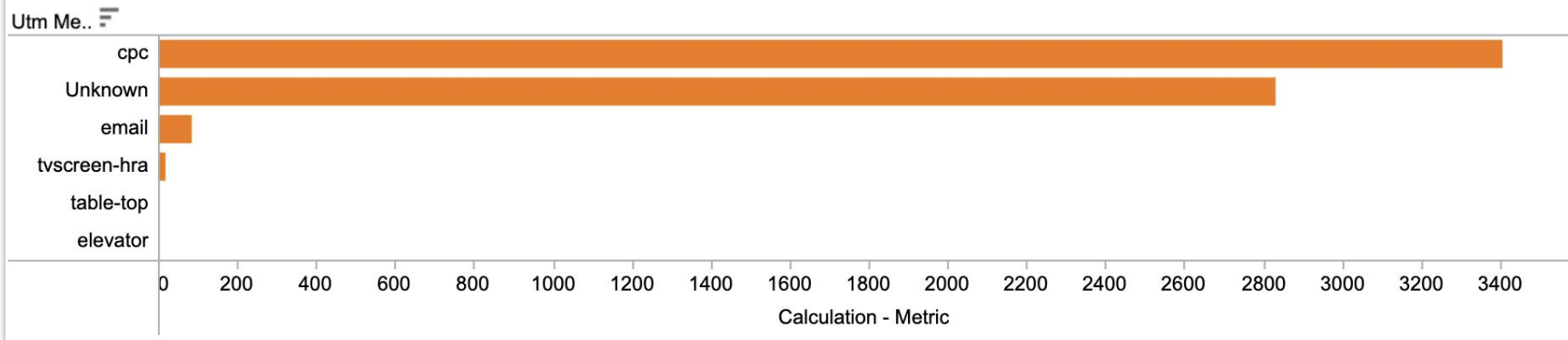
100%

of participants are provided with information/next steps that is relevant to them based on their responses.

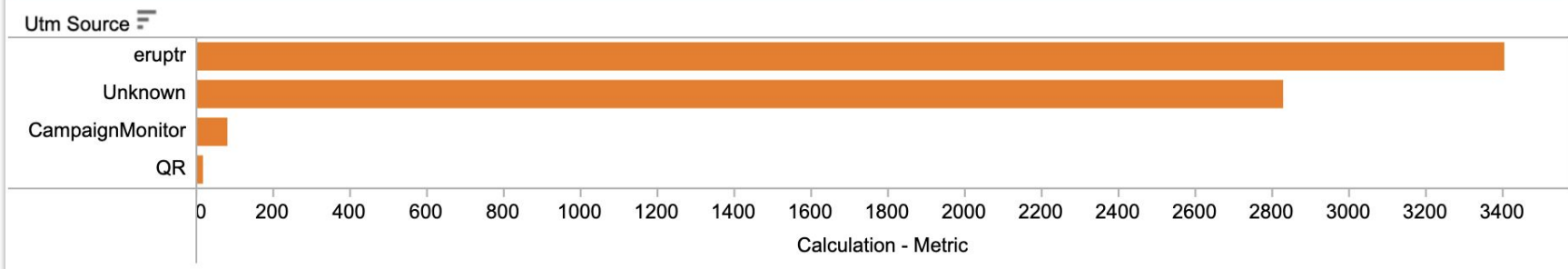
Risk Category	Count	Percentage
Accept/Schedule	132	22%
Decline Offer	263	43%
Info: Avg. Risk 40+ (mammogram)	115	19%
Info: Avg. Risk 25+ (consult)	21	3%
Info: Mammograms & Consults	81	13%

Eruptr Campaign Attribution

Provided Contact Info by UTM Medium



Provided Contact Info by UTM Source



Conclusion

Key Takeaways



Have a go-to doc for guidance.

Lot's of differing opinions among physicians and we needed a final-call physician. Marketing does not like to get in the middle of clinical tug-o-war.



Lay out strategic goals before pulling the trigger on campaigns or HRAs.

Goals should be mutually created and approved by key stakeholder group.



Expect lots of clinical vetting.

Clinicians may want to walk through the HRA with a fine tooth comb, but this leads to total buy-in and support.

QUESTIONS?