

PRESENTED BY:



Murray Friedman
Director CRM -
Advocate Health



Stacie Cotey
CRM Manager -
Advocate Health



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

CASE STUDY:

Breast Cancer HRA Success on a Budget

How Advocate Aurora Health's Optimized
Multi-Channel HRA Campaigns Drove
Completion



Now part of  **ADVOCATEHEALTH**

About Our Presenters



Murray Friedman

Director, CRM - Advocate Health

Murray Friedman is the CRM Director at Advocate Health, focusing on the development of an enterprise-wide CRM strategy along with managing email- and text-oriented customer engagement communications programs. The bulk of his career has been spent in bank marketing, most recently as the SVP of consumer and small business marketing for a \$25 billion regional bank. He was also the head of account management for a mid-size ad agency. In recent years, Murray has been a speaker at Salesforce, Evariant/Mercury, Beckers and HMPS conferences and programs.



Stacie Cotey

CRM Manager - Advocate Health

Stacie Cotey is a CRM Manager at Advocate Health, the 5th largest nonprofit healthcare system in the U.S. Throughout her career, Stacie has played a pivotal role in implementing and optimizing CRM strategies with a specific focus on using the email and SMS channels to engage with consumers. Her expertise lies in leveraging technology and data-driven insight to enhance the patient experience. Stacie has been a speaker at multiple Salesforce events.



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.

What We'll Be Covering in Today's Webinar

1. Introduction & About Advocate Health
2. Advocate Health's Consumer First Strategy
3. HRAs at Advocate Health & review of HRA Sources
4. Content examples and website variations
5. Follow Up Strategy & Email Journeys
6. Questions and Answers

About Advocate Health

nearly
150K
teammates

more than
21K
doctors

nearly
42K
nurses

serving nearly
6M
patients

67
hospitals

more than
1K
sites of care

delivering nearly
\$5B
in community benefit

more than
\$27B
in annual revenue

5th
largest nonprofit

Providing care under the names Advocate Health Care in Illinois, Atrium Health in the Carolinas, Georgia and Alabama, and Aurora Health Care in Wisconsin, Advocate Health is a national leader in clinical innovation, health outcomes, consumer experience and value-based care.

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.

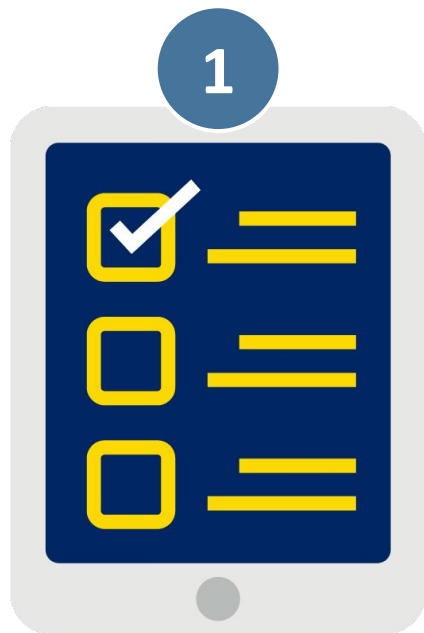


You have the health stats, contact info, and permission to message them.



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

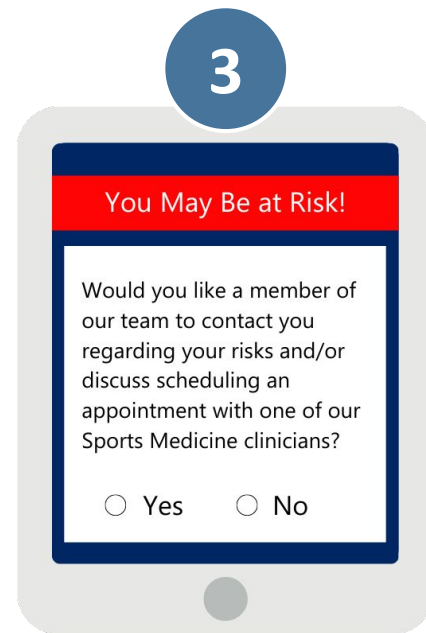
How An HRA Works



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.

Our Consumer First Journey

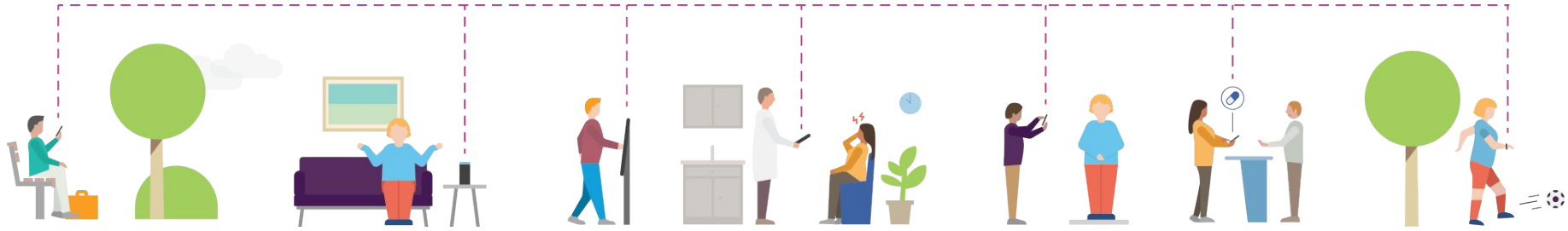
Whether through leading technology, simplified processes, or streamlined communication – we are focused on making the consumer/patient experience more personalized, more accessible, and easier to navigate. This will only be achieved by putting the **Consumer First** in all that we do.

Guiding Principles



Seamless & Connected

CONSUMER EXPERIENCE



Pre-Health Encounter

Patient Encounter

Post-Health Encounter

Self-Service

Personalized

Anytime, Anywhere

Safety

Quality

The Campaign

Brief Background

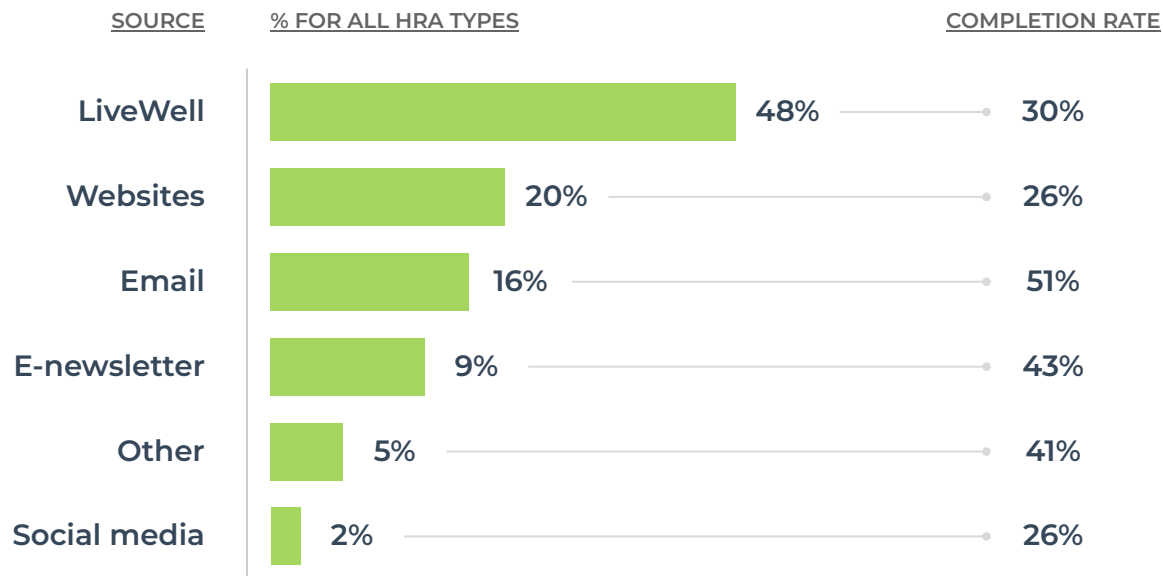


➡ **Breast cancer HRA = 6% of completions from all 12 HRAs**

➡ **Primary marcom efforts: LiveWell app, e-newsletter, email, websites, social media**

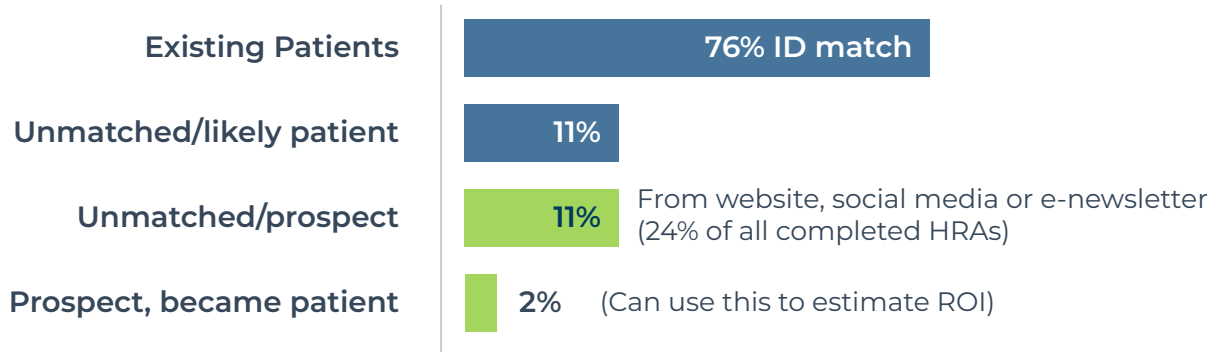
Primary Sources Driving **ALL** HRA completions

05.03.2023 YTD Overall Completion Rate = 30%



2% of Completed HRAs Become New Patients

(2021 - for all HRA types)



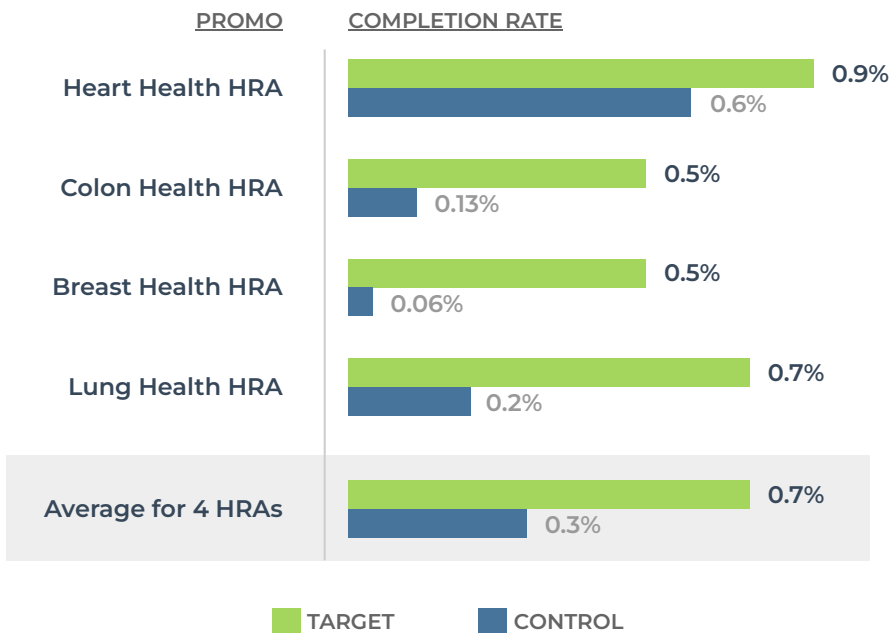
➡ Identity matching can become challenging

➡ People don't always provide the same contact info they provide as a patient

➡ Converting only 2% to become a new patient can pay for the entire HRA program

2021 HRA Email Performance

Completion rate for Target Group is 2x higher than for Control Group

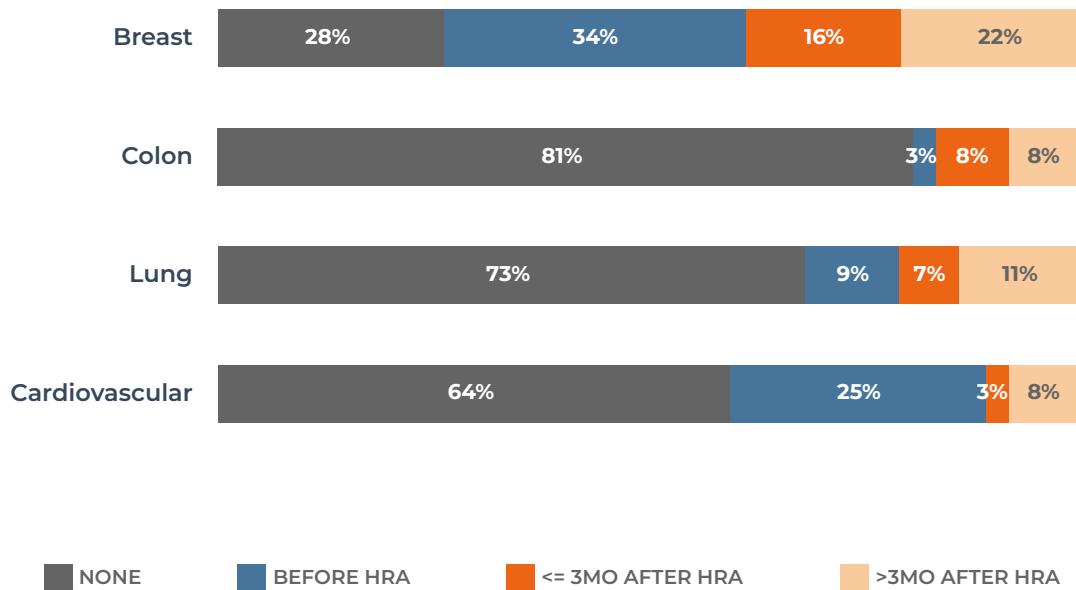


Key Observations:

- Email is efficient and effective
- Very low completion rates/vary by HRA
- No improvement in downstream conversions to visits by email

2021 HRA Screening Conversion

Screening Completion Timing vs. HRA Completion



Key Observations:

Wide variation in screening conversion rates by disease:

- Colon – 19% of eligible participants get a colonoscopy
- Breast – 72% of eligible participants get a mammogram

Timing for screenings also varies significantly:

- Breast – 38% get screening after HRA
- Heart – only 11% get screening after HRA

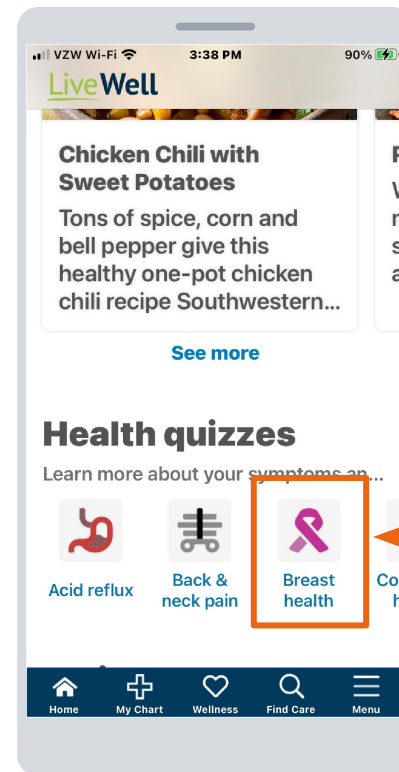
Collateral Examples

LiveWell App – #1 Source

CREATIVE

- LiveWell is our own mobile app including Epic MyChart, HRAs, health stories, recipes, and meditation exercises
- No “marketing” used to promote HRAs inside of LiveWell
- All organic from the home screen, patients scroll down, find it, complete HRA
- 48% of all HRA completions come from LiveWell app

LiveWell



<https://www.ahchealthenews.com/2023/01/11/4-breast-cancer-signs-you-should-know/>

The screenshot shows a web browser displaying an article on the 'health enews' website. The page has a dark blue header with the site logo, navigation links (HOME, HEALTH TOPICS, RECIPES, VIDEOS, BLOG, SUBSCRIBE), and a search bar. The article title is '4 breast cancer signs you should know' by Dr. Joseph John Weber. A featured image shows a woman in a blue headscarf being comforted by a man. Below the image are social media icons and a paragraph of text. To the right of the article is a 'SUBSCRIBE' form with an email input field and a 'Subscribe Now' button. Below that is a 'LiveWell' app promotion with a 'Download the app' link.

health enews
+ Advocate Health Care | Aurora Health Care


HOME HEALTH TOPICS ▾ RECIPES VIDEOS BLOG SUBSCRIBE

Search health enews 🔍

Home / Repurposed Story / 4 breast cancer signs you should know

4 breast cancer signs you should know

By: Dr. Joseph John Weber



f t e in

Most women know they should periodically check their breasts for lumps. The presence of unexpected lumps can sometimes be a sign of breast cancer. But finding an unexpected lump isn't the only symptom of cancer women should be aware of.

There are what we know as atypical symptoms that every woman should know about. Being aware of these symptoms, in addition to completing self-exams for lumps, can increase your chances of noticing possible cancer symptoms early. Early detection is an important element of successfully treating cancer.

If you have any questions about changes in your breasts, check with your health care

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Get these health and wellness insights emailed to you three times a week.

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LiveWell

Get the mobile app

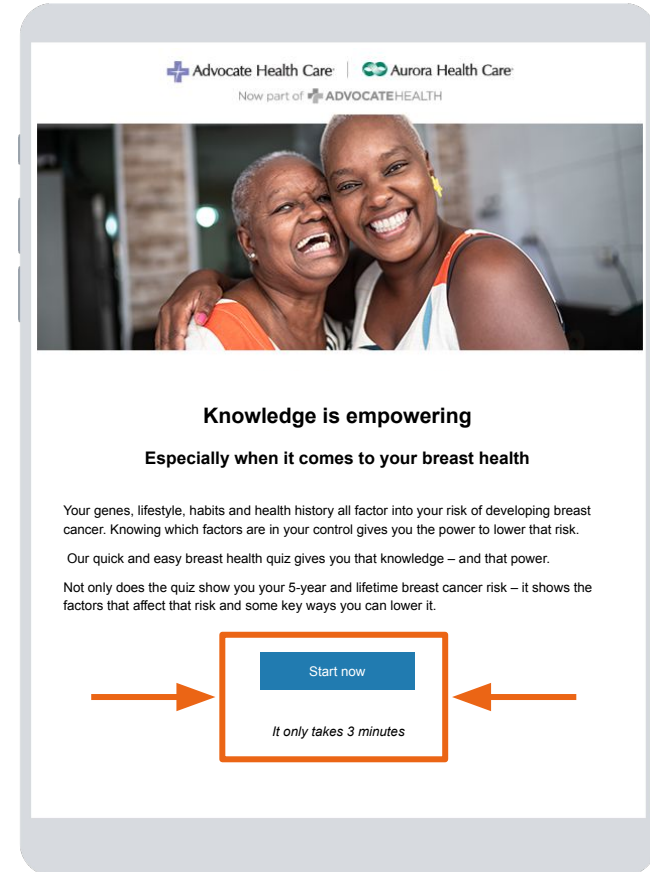
With our LiveWell app and website, you can manage health and wellness for yourself and for everyone who counts on you.

[Download the app](#)

END A DOCTOR

Email Example

- Used to solicit a targeted audience from existing patients to complete an HRA
- Sent quarterly to ¼ of the entire Target audience
- Each HRA has different target audience criteria
- Breast Cancer HRA emailed to:
 - Women age 35-50, not deceased, in our market geography, and
 - EXCLUDES those with any cancer diagnosis or any mammo procedures

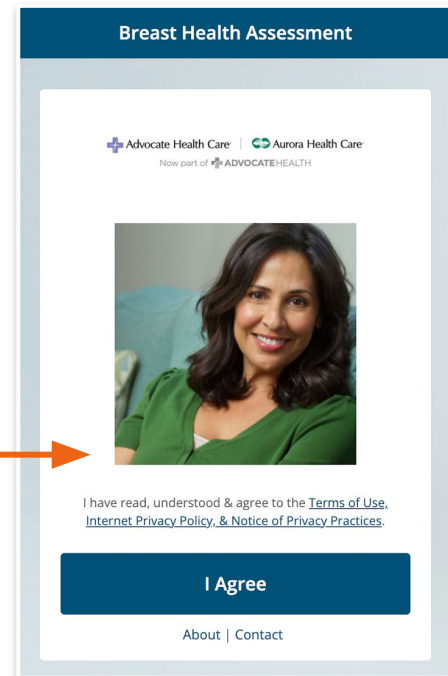
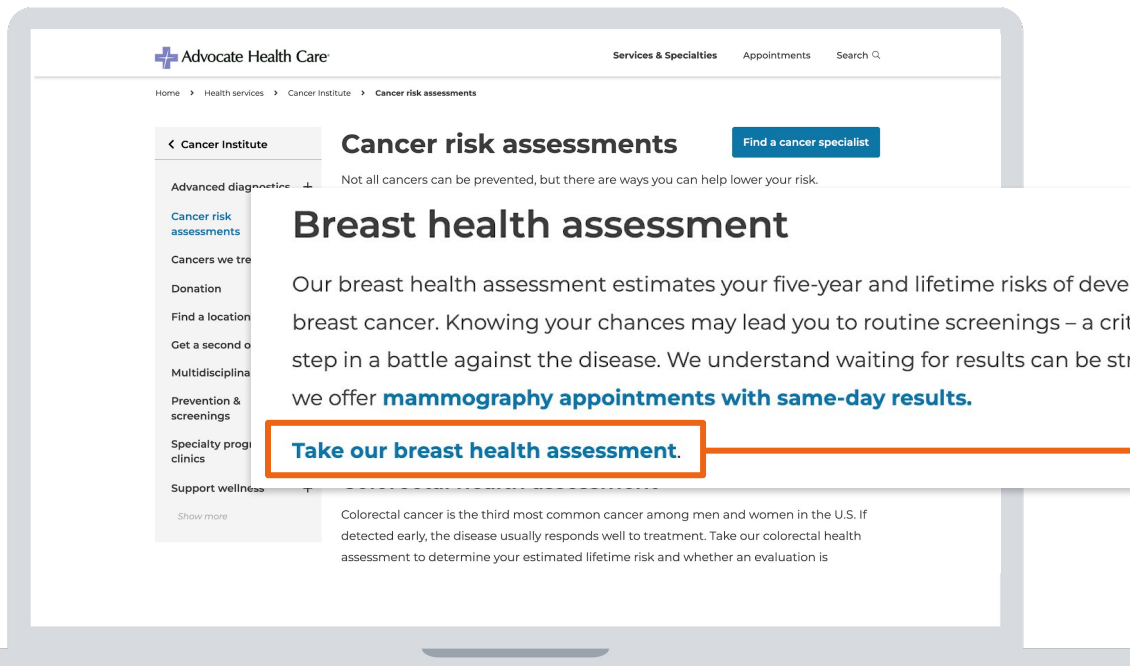


Website Variations

Cancer Website

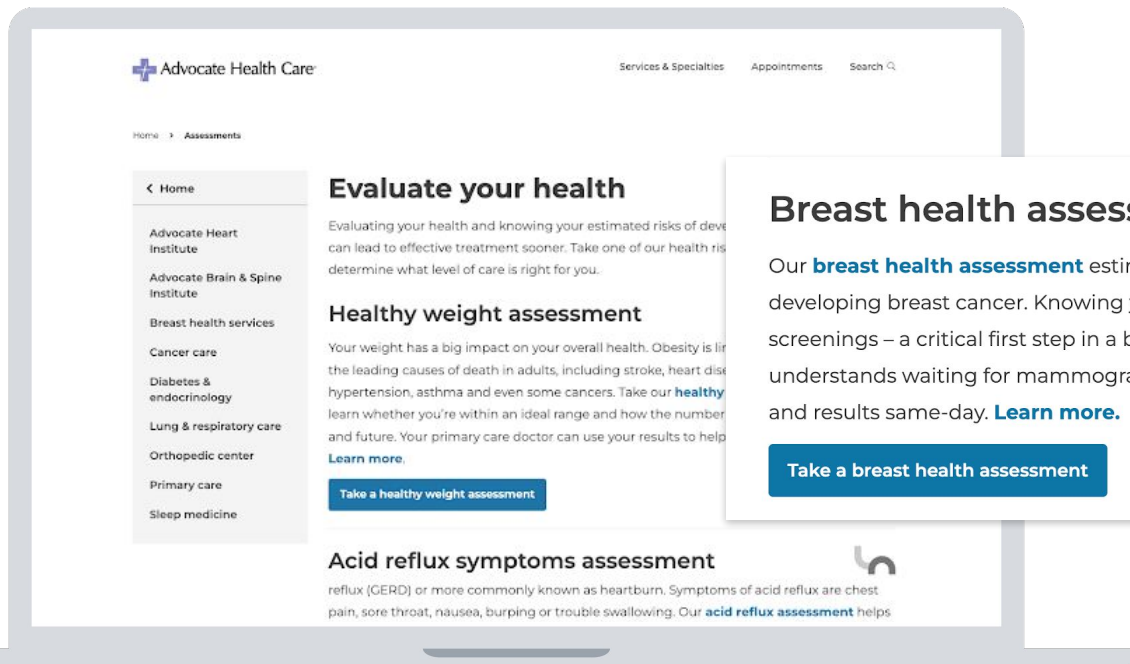
CREATIVE

www.advocatehealth.com/health-services/cancer-institute/cancer-risk-assessments



www.advocatehealth.com/assessments

Links to all HRAs from one page



Breast health assessment

Our **breast health assessment** estimates your 5-year and lifetime risks of developing breast cancer. Knowing your chances may lead you to routine screenings – a critical first step in a battle against the disease. Advocate Health Care understands waiting for mammogram results can be stressful, so we offer appointments and results same-day. [Learn more.](#)

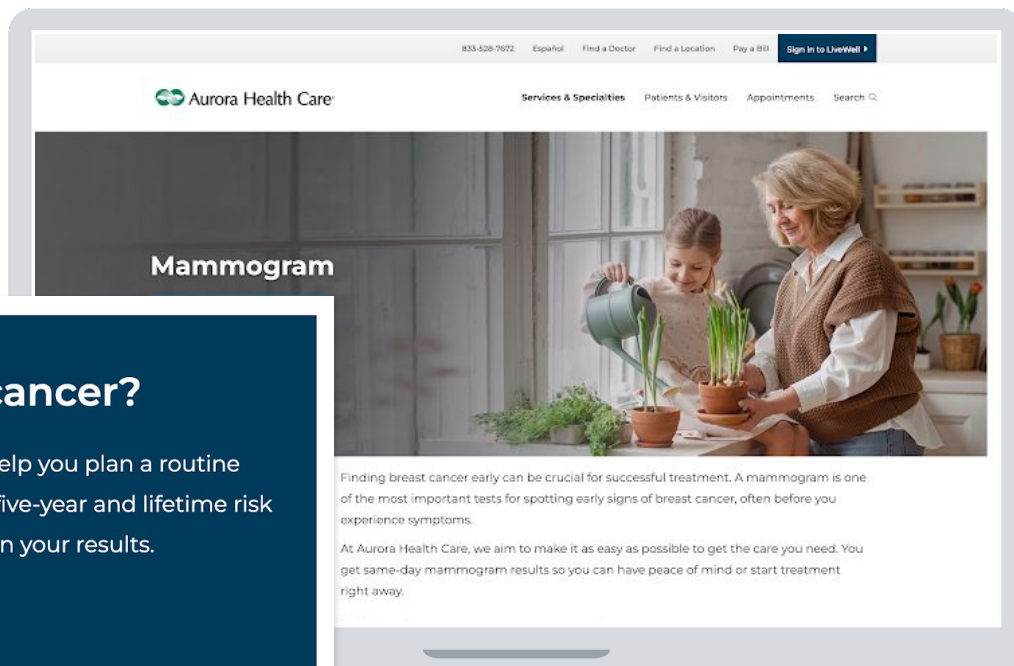


[Take a breast health assessment](#)

Aurora Website

CREATIVE

www.aurorahealthcare.org/services/screenings/mammogram



Are you at risk for breast cancer?

Knowing your chance of developing breast cancer can help you plan a routine screening schedule. Our breast health quiz estimates your five-year and lifetime risk and gives you an idea of what to do next based on your results.

[Take the breast health quiz](#)

Strategies for Success

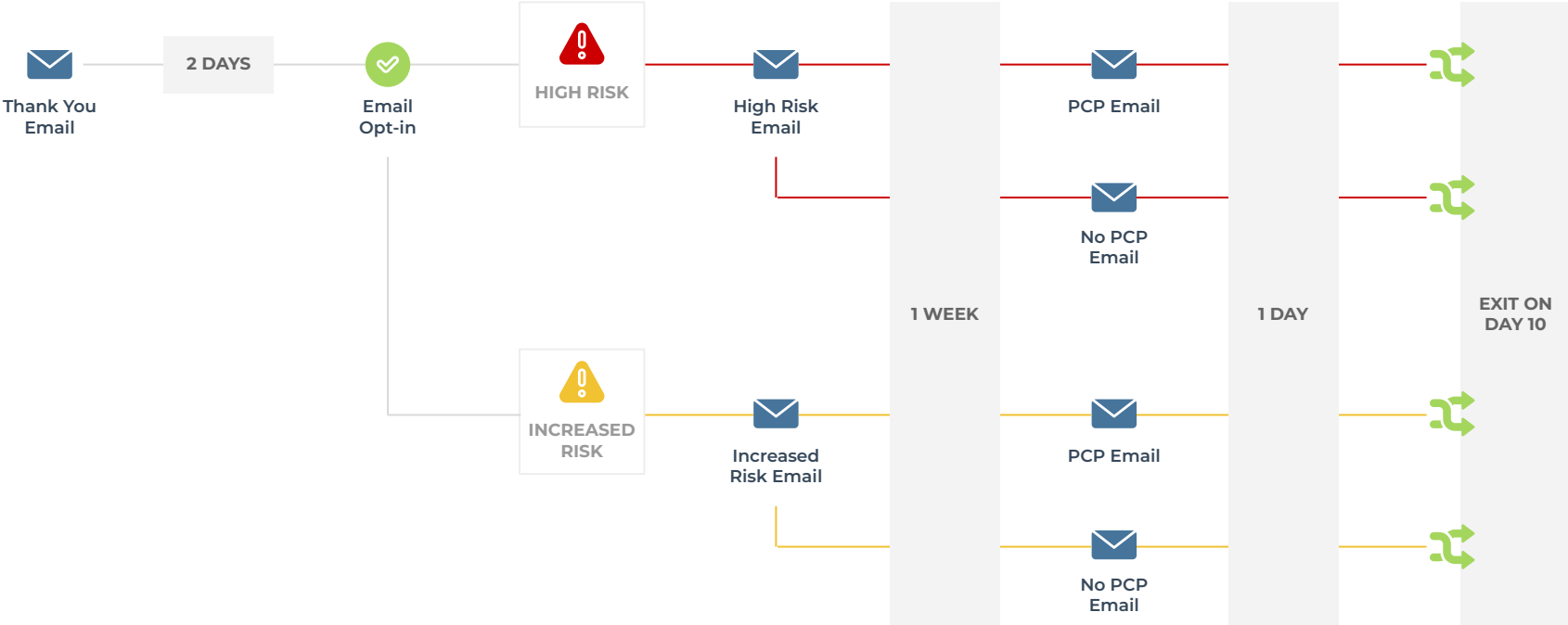
- ➡ Observe, adjust, compare, and learn in order to maximize results
- ➡ Monitor the source and quality of completions
- ➡ Meet customers where they are ... and nudge them to a relevant HRA
- ➡ Test the CTA/Offer, note how quick it is to complete
- ➡ Test follow up for improved conversion to visits
- ➡ Recognize and expect a degree of “sloppy” personal information

Follow-Up

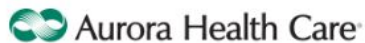
after HRA is completed

Email Journey - 2021 Breast HRA

Salesforce Marketing Cloud – after HRA is completed Medicom’s standard Salesforce Integration



Breast Health HRA Follow-Up (Thank You Email)



Now part of  ADVOCATEHEALTH

Thanks for taking our breast health quiz Knowing your risk of breast cancer helps you take control

Your results should estimate your 5-year and lifetime risk of developing breast cancer – and empower you to learn more about staying cancer-free.

Share any concerns or questions you may have with your doctor.

We have thousands of primary care providers and hundreds of oncology specialists ready to help – each one dedicated to seeing that you live your healthiest life.

[Schedule a mammogram](#)

LiveWell

with Advocate Aurora Health

Do virtually anything for your health with [LiveWell](#)

Get all your health info in one convenient place.

Breast Health HRA Follow-Up (High Risk & PCP Category)

High Risk

 Advocate Health Care
Now part of  ADVOCATEHEALTH



Start a better breast health routine
Get your mammogram and results in the same day

Living well begins with taking control of your breast health – and you deserve to be healthy.

Start by making a mammogram – one of the most effective screening procedures – part of your routine. With convenient locations and same-day results, we make taking control of your breast health easy. Schedule yours in LiveWell, online or by phone today.

[Schedule a mammogram](#)

LiveWell
with Advocate Aurora Health

Do virtually anything for your health with [LiveWell](#)

Get all your health info in one convenient place.

High Risk - With PCP

 Advocate Health Care
Now part of  ADVOCATEHEALTH



Living well starts with taking control of your breast health
Be healthy as can be

You deserve to take pride in your health – and that includes your breast health.

Start by talking with your doctor so together, the two of you can make a plan that's right for you. Get started today.

[Schedule now](#)

LiveWell
with Advocate Aurora Health

Do virtually anything for your health with [LiveWell](#)

Get all your health info in one convenient place.

High Risk - Without PCP

 Advocate Health Care
Now part of  ADVOCATEHEALTH



Living well starts with taking control of your breast health
Be healthy as can be

You deserve to take pride in your health – and that includes your breast health.

Start by finding a doctor so together, the two of you can make a plan that's right for you. Get started today.

[Find a doctor](#)



LiveWell
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Do virtually anything for your health with [LiveWell](#)

Get all your health info in one convenient place.

Breast Health HRA Follow-Up (Unknown Risk & PCP Category)

Unknown Risk - With PCP

 Advocate Health Care
Now part of  ADVOCATEHEALTH






Let's make breast health a priority
Because as a woman, you deserve the best

Living well starts with taking control of your breast health – and you deserve to be healthy.
Start by talking with your doctor so together, you can make a plan that's right for you. Get started today.

[Schedule now](#)

Unknown Risk - Without PCP

 Aurora Health Care
Now part of  ADVOCATEHEALTH

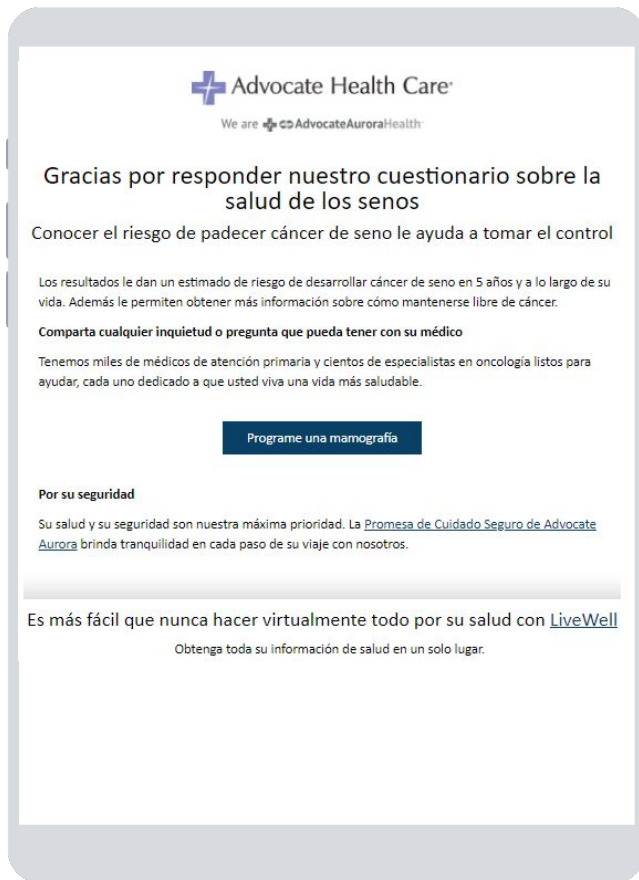




Let's make breast health a priority
Because as a woman, you deserve the best

Living well starts with taking control of your breast health – and you deserve to be healthy.
Start by finding a doctor so together, you can make a plan that's right for you. Get started today.

[Find a doctor](#)

Spanish Breast Health HRA Follow-Up



 Advocate Health Care[®]
We are  AdvocateAuroraHealth

Gracias por responder nuestro cuestionario sobre la salud de los senos

Conocer el riesgo de padecer cáncer de seno le ayuda a tomar el control

Los resultados le dan un estimado de riesgo de desarrollar cáncer de seno en 5 años y a lo largo de su vida. Además le permiten obtener más información sobre cómo mantenerse libre de cáncer.

Comparta cualquier inquietud o pregunta que pueda tener con su médico

Tenemos miles de médicos de atención primaria y cientos de especialistas en oncología listos para ayudar, cada uno dedicado a que usted viva una vida más saludable.

[Programa una mamografía](#)

Por su seguridad

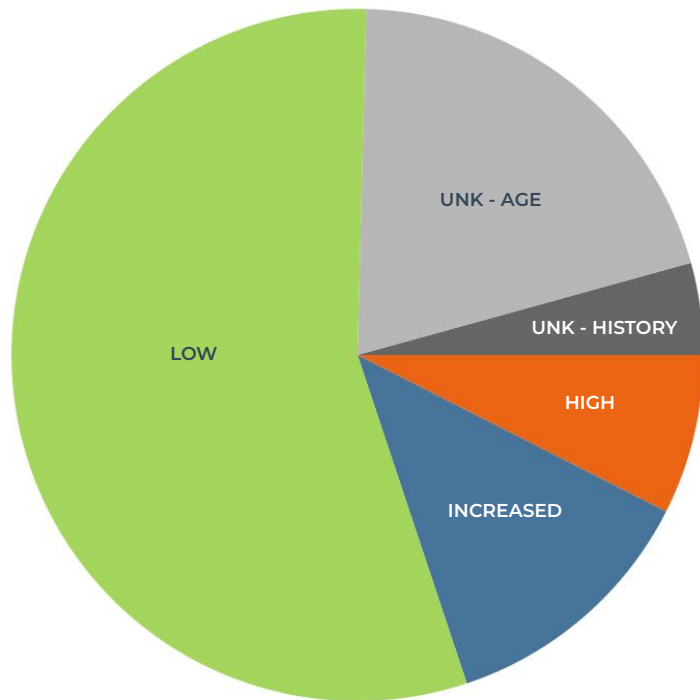
Su salud y su seguridad son nuestra máxima prioridad. La [Promesa de Cuidado Seguro de Advocate Aurora](#) brinda tranquilidad en cada paso de su viaje con nosotros.






Es más fácil que nunca hacer virtualmente todo por su salud con [LiveWell](#)

Obtenga toda su información de salud en un solo lugar.

Medicom Health Reports

Results: 5-year Breast Cancer Risk



<u>Risk Level</u>	<u>Users</u>	<u>Percentage</u>
 HIGH	193	7%
 INCREASED	321	12%
 LOW	1,435	56%
 UNKNOWN (age)	525	20%
 UNKNOWN (history)	111	4%

2021 Performance Statistics

15,254

users visited

6,572

users started

2,589

users completed

39%

completed

6^{mins} 45^{secs}

average time spent
by users

39%

provided their
contact info

74%

clicked on any
call to action

61%

clicked on call to
action 1

7%

clicked on call to
action 2

10%

clicked on call to
action 3

High Risk Comorbidities

40%

Obese BMI

9%

Diabetes Type 2

9%

Current Smokers

11%

High BP

8%

No Exercise

In Conclusion

Key Takeaways & Recommendations



Take your time. Setting up Marketing Cloud journeys takes time so plan ahead and don't rush.



Use your data. Achieving success means understanding your data. Evaluate sources and adjust accordingly. Discuss ideas and strategies with your Client Success team. Make changes.

- Shifting the email address capture up front allowed for automated follow up of the incomplete HRAs which added 5+% completions.



Involve your team. Invite specialists/service lines to review the HRAs before launch to ensure clinical buy-in and support. Begin developing content for follow up immediately; it takes time.



Start small. Choose 1-3 HRA's as a starting point to prove the model, then expand into additional service lines once success is obvious.

Questions?