

HEALTHaware[®] VERSION 3 HRAs

Focus Remains on Service Line Involvement,
Yet Adds Dozens of Powerful New Features



PRESENTER



Greg Gossett • CEO/Co-founder

 HEALTHaware[®]
an UNLOCK company

Who We Are

ABOUT THE PRESENTER



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.



HealthAware has 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.



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.

Quick Overview

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

- 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.

Eruptr acquired both industry-leading health risk assessment companies – **Medicom Health** and **HealthAware** – to deliver the most powerful combination in the market to drive patient growth.



The **ENGAGEMENT** of highly-optimized search & social promotions



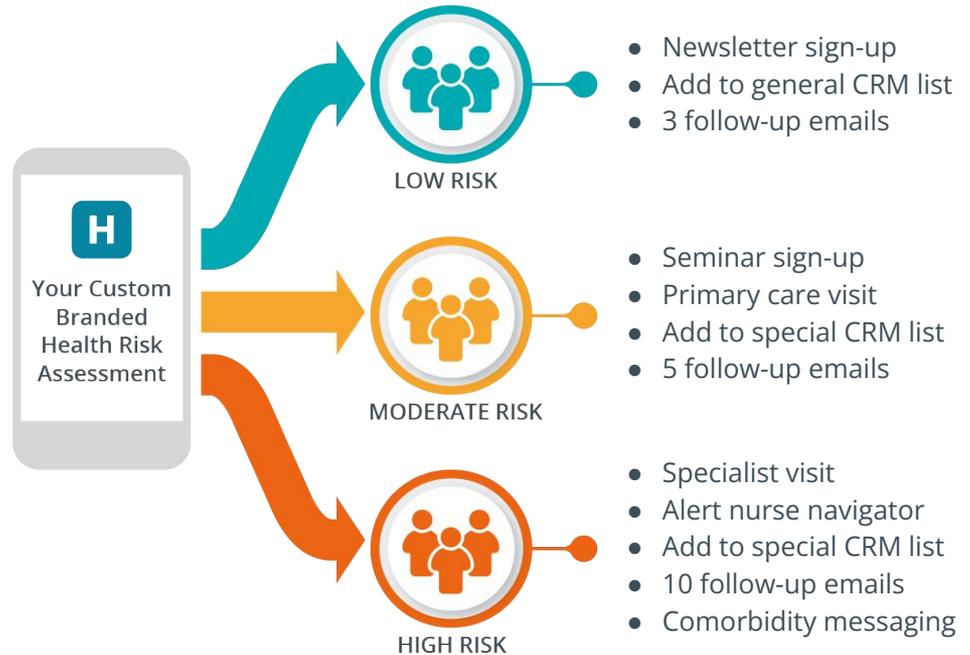
The proven **CONVERSION** power of online health risk assessments



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Key Benefit: Segmentation

- ➔ HRAs are the bridge between digital health exploration and health action.
- ➔ Users exchange contact info, data, time & opt-ins for personalized “next steps” regarding a health concern.
- ➔ Using our Management Portal, post-completion workflows can be tailored to user needs, health system goals, and available resources.



SAMPLE WORKFLOWS

Our HRAs - They're **NOT** just a "Health Quiz"

Better Patient Acquisition

We've built 18 powerful digital conversion tools, used by 1,300+ facilities to engage millions of patients each year, driving significant revenue.



PROMOTE

The public wants convenient ways to explore their health concerns from their trusted care providers. Simply promote HRAs via digital & traditional media.



SEGMENT

HRA users discover recommended next steps for their situation (low/moderate/high risk) in exchange for their health data, contact info, and opt-ins.



NURTURE

The collected data and segmentation allows you to nurture relationships based on their metrics and interests, keeping them better connected to care.



TREATMENT

Many High Risk patients (higher-value visits) will seek treatment. Moderate Risk users will visit later if their symptoms worsen or for other care.



GROWTH

HRAs shorten service line lead funnels, improve visit value, leverage digital workflows, and increase care access - resulting in cost-effective growth.

A Broad Selection of Health Risk Assessments



CARDIOVASCULAR

- HeartAware
- StrokeAware
- VascularAware



ONCOLOGY

- BreastCancerAware
- ProstateCancerAware
- ColonCancerAware
- LungCancerAware



ORTHOPEDICS

- JointAware: Knee & Hip
- JointAware: Shoulder & Elbow
- SpineAware



WEIGHT MANAGEMENT

- WeightAware



PULMONOLOGY

- SleepAware
- COPDAware



BEHAVIORAL HEALTH

- DepressionAware
- AnxietyAware
- AddictionAware



INTERNAL MEDICINE

- DiabetesAware
- GERDAware
- BladderAware

The Two Leading HRAs Come Together

Based on your needs and goals, we'll help you determine the best solution to achieve the most impactful outcomes.



Emphasizes digital marketing workflow integration

- 3 default follow-up emails per risk result
- Offer CTAs by PCP status
- Automated re-marketing to abandoned HRA sessions (add-on)
- Easily embed HRA on landing, service line, and health literacy pages
- Additional sidebar for messaging
- 3 default CTAs per HRA/risk result/PCP status
- Up to 250 character introduction text

CORE FEATURES

Clinically accepted risk calculations, up-to-date with USPSTF

3 custom CTAs per respondent

Platform for customization, reporting, and follow-up

Offer other HRAs upon completion

Tracking with GA4, GTM, Tealium

Direct APIs with CRM, marketing automation, and engagement partners

ADA Compliance (WCAG 2.0 AA)



Focused on the unique needs of clinical stakeholders

- Add up to 10 custom questions
- Offer CTAs by geographic location
- Engagement Queue routes and tracks follow-up with respondents
- Create and capture custom campaign URLs with UTM parameters & QR codes
- Capture respondent contact information up-front
- Deliver custom CTAs based on respondent answers
- Up to 100 character introduction text

Demos

Website | HRA | Portal

Questions?

go.eruptr.com/hav3

