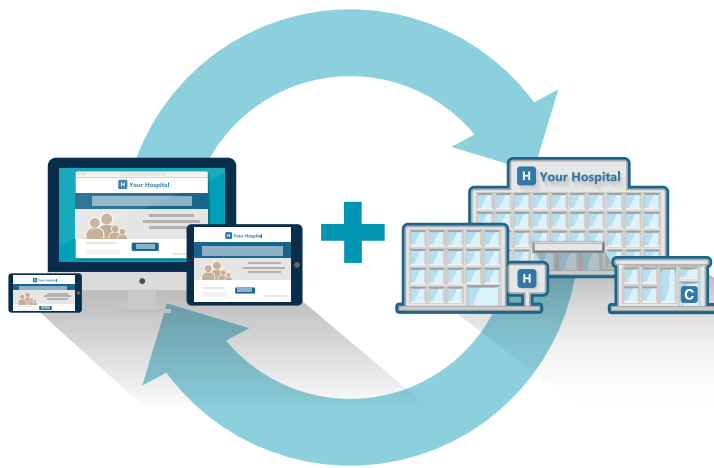


# CONVERT WEB VISITS INTO OFFICE VISITS!



## Attract • Engage • Convert

Medicom Health, developer of award-winning Health Risk Assessments (HRAs) and Self-Care Planners, provides online, evidence-based web apps designed to help you:

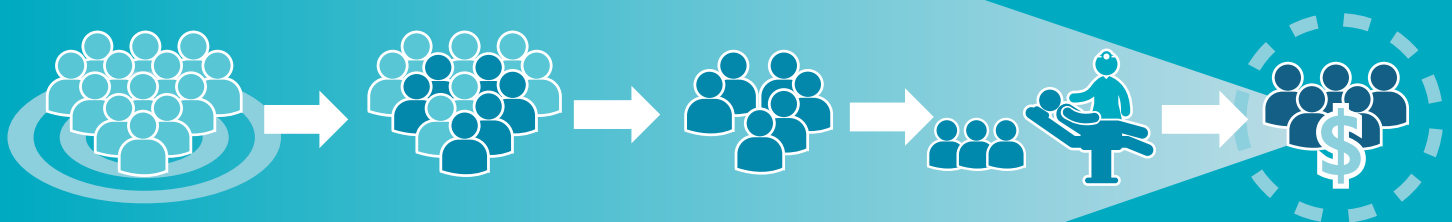
- ▶ **Identify at-risk populations** through user-provided health data
- ▶ **Engage motivated, at-risk consumers** and connect them with your healthcare providers
- ▶ **Acquire new patients** who are most in need of your services

## Patient Acquisition & Retention

**Attract new and underserved patients** through the collection of more than 100 points of consumer-provided data relating to health, lifestyle, and demographics.

**Engage consumers** with our mobile-optimized platform that provides individualized health reports detailing health risks. Your unique calls to action, messaging, and branding will drive highly motivated consumers to your healthcare providers.

**Convert unknown web visitors into known patients** by using collected health data for highly personalized messaging, such as custom emails based on risk level, insurance type, or other criteria, directly sent through our platform.



**Patients and non-patients** have health concerns yet have not sought treatment for many different reasons, though they are primed for engagement

**Consumers may seek or come across** HRAs related to their health concerns, and trust them because they come from local healthcare providers

**Identification and segmentation** allows healthcare providers to tailor messaging and recommended next steps to educated ears

**Motivated users** follow up on calls to action with screenings, procedures or other intervention or nurturing

**Positive outcomes** for the individuals (timely treatment), the physicians (more procedures), and health system (revenue & market share)

# IMPROVE CARE. IMPROVE POPULATION HEALTH. REDUCE COSTS.

All 18 of our Health Risk Assessments and our 3 Self-Care Planners are intuitive, mobile-friendly web apps.

They are effective at segmenting and engaging consumers who are at risk for certain health conditions.

- ▶ **Leverage social networking** through targeted Facebook campaigns and embedded HRAs.
- ▶ **Easily monitor the success of your campaigns** through the platform's comprehensive, built-in tracking and analytics portal.
- ▶ **Simplify personalized follow-up nurturing** with more than 100 points of consumer-provided health data per profiler completion.
- ▶ **Connect and engage with mid-funnel consumers** via 6-week interactive programs (Self-Care Planners) that allow users to track symptoms, monitor conditions, & change behaviors to improve quality of life.



**Medicom Health** provides online, evidence-based health assessments and trackers 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.

## HEALTH RISK ASSESSMENTS

### Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

### Metabolic

- ▶ Diabetes

### Oncology

- ▶ Breast Cancer
- ▶ Prostate Cancer
- ▶ Colorectal Cancer
- ▶ Lung Cancer

### Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

### Weight Loss & Gastro-Intestinal

- ▶ Weight-Loss Surgery
- ▶ Healthy Weight-Range
- ▶ Acid Reflux

### Urology

- ▶ Bladder Control

### Sleep

- ▶ Sleep Apnea

### Lung Diseases

- ▶ Asthma Symptoms
- ▶ Asthma Symptoms (Children)

### Behavioral Health

- ▶ Depression
- ▶ Anxiety & Stress



Learn more at [www.medicomhealth.com](http://www.medicomhealth.com)