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.

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

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**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