

Heart Health HRA - Improved Global Completion Rates

Less friction in usability leads to higher user completions

CHALLENGE

At Medicom Health, we understand that one of the most critical measurements of success is the overall completion rates for our HRAs. We are constantly asked for tips and strategic support to increase overall completions. There is one thing that has shown to make a huge impact, and almost immediately – transitioning to the new version 3, or “v3” HRAs.

SOLUTION

This past year, our team has been hard at work to improve and update our HRAs to be more user-friendly and effective for all clients. Our next generation v3 health assessment was designed and tested based on statistical insights from over a million users and client feedback from **more than 700 deployed assessments.**

Mobile-First Design

- ▶ Interactions optimized for touch
- ▶ Thumb-friendly control surfaces
- ▶ No drop-downs
- ▶ Less text, but larger text
- ▶ More whitespace
- ▶ Flatter design
- ▶ Faster load times

More Custom Content Areas

- ▶ Splash screen
- ▶ Optional custom sidebars

Less Clinical

- ▶ Simplified results
- ▶ Fewer clinical questions
- ▶ Less clinical language
- ▶ Friendlier tone
- ▶ Streamlined disclaimer options

More Fun

- ▶ Inline feedback/reward
- ▶ Optional gamified progress indicators
- ▶ Animated page transitions

SUCCESS

With the transition to v3, we are seeing significant improvements in completion rates, especially in the Heart Health HRA. The chart below shows overall completion rates for the Heart Health HRA from January through November of 2018. We selected a variety of health systems based on location, number of hospitals, and overall bed size. *(continued on following page.)*

SUCCESS OF STUDY

37%

v2 (previous)
Heart Health HRA
average completion rate.

56%

v3 (new)
Heart Health HRA average
completion rate.

1.5x

overall completion rate
improvement.



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SUCCESS (CONTINUED)

Heart Health HRA Completion Results		
Client	v2 Completion Rate	v3 Completion Rate
3 Hospital System in the Midwest	35%	42%
2 Hospital Health System in the South	16%	42%
1 Hospital Health System in the Midwest	33%	61%
3 Hospital Health System in the South	25%	52%
9 Hospital Health System in the South	37%	47%
12 Hospital Health System in the Southeast	44%	50%
4 Hospital System in the Northeast	33%	52%
1 Hospital Health System in the West	41%	69%
1 Hospital Health System in the West	67%	88%

On average, **completion rates improved 1.5 times from v2 to the new v3 Heart Health HRA.** This means more consumers have connected with our hospital clients and converted into patients!

Haven't switched over yet? We are here to help.

The transition from v2 to v3 is much easier than you might think. We've helped start the process by moving all your customization elements within the portal to the new version. All you need to do now is review the HRAs customization and follow-up plans and change out the link where it lives on your website. You will also notice that the customization process is streamlined and is much more user-friendly and intuitive. Plus, all changes made to HRAs are live immediately – no more waiting for approval on our end.

About Medicom Health

Medicom Health provides online evidence-based personal health assessments and personal health planners designed to help hospitals and health care systems meet patient acquisition, consumer engagement, and revenue goals. The platform allows clients to collect consumer-provided health data, stratify and analyze data, and connect with at-risk consumers through automated emails and promotional services.