

Population Health: Diabetes

From Unknown Digital Prospect to Patient Encounter

CHALLENGE

The increasing prevalence of diabetes and prediabetes inspired leaders throughout Monterey County in north-central California to form a collaborative to combat this pervasive condition.

As part of this initiative, local organizations and Community Hospital of the Monterey Peninsula (CHOMP), part of Montage Health, educated at-risk community members and encouraged lifestyle changes before type 2 diabetes developed. The goal of the campaign was not to drive revenue, but rather reduce healthcare costs and demand on resources. Reversing the trend and improving population health was at the core of the initiative.

SOLUTION

CHOMP added Medicom Health's Diabetes Health Risk Assessment (HRA) as an engaging call-to-action (CTA) in their digital campaign to further serve their community's needs. As a longtime Medicom Health client, CHOMP was already familiar with the value HRAs create for service line initiatives. Adding the Diabetes HRA proved ideal for the population health program CHOMP was implementing. It assesses individuals not currently diagnosed with diabetes and provides them with their risk for developing the disease over the next 8 years.

Using targeted Facebook ads and Google AdWords campaigns, the team at CHOMP drove digital traffic to the dedicated section of their website where the HRAs reside. Anytime a Diabetes HRA was completed, a notification was emailed in real-time to the Diabetes Program staff. CHOMP's population health strategy for respondents with a high-risk result included personalized outreach calls which offered education, resources, and consultation.

“*The Diabetes HRA has been very popular, to the point that we need to focus on leveraging that popularity by improving our personal nurturing of leads.*”

—Leanne Wentworth, Diabetes Specialist

SUCCESS

Using the Diabetes Health Risk Assessment as the CTA for their digital campaigns CHOMP saw **600 user completions in 6 months, 45% provided contact information**, and over half of the respondents are at an elevated risk for developing diabetes in coming years.

SUCCESS OF CAMPAIGN

33

new patients directly attributed to campaign

5-10

business days, on average, from HRA completion to billable encounter

100%

of patients seen were within the diabetes management service line

About Medicom Health

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 provide health data, stratify users, and connect with at-risk consumers through tailored email and integrations with marketing and clinical workflow.



For more information, contact:

(800) 971-0785

www.medicomhealth.com

Health Risk Assessments

Cardiovascular

- ▶ Heart Health
- ▶ Stroke
- ▶ PAD

Oncology

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

Orthopedics

- ▶ Knee & Hip
- ▶ Back & Neck Pain

Weight Management

- ▶ Weight-Loss Surgery
- ▶ Healthy Weight-Range

Pulmonology

- ▶ Sleep Apnea

Behavioral Health

- ▶ Depression
- ▶ Anxiety & Stress

Internal Medicine

- ▶ Diabetes
- ▶ Acid Reflux
- ▶ Bladder Control