

# HRAs at Events

## Educating and converting an engaged audience

### THE PROBLEM

**Yuma Regional Medical Center (YRMC)** makes breast and heart health a priority. With breast cancer being the second most common cancer in Yuma County, coupled with the health system's expanded heart services, the marketing team was tasked with identifying interactive and unique ways to engage and convert potential patients for each location. Engaging people around such intimidating topics, like breast and heart health, can be a challenge, so the team at YRMC decided the best course of action was to use HRAs in social settings – like events.

In addition, YRMC had several other risk awareness initiatives, such as a community health worker program initially focused on breast cancer reduction, and partnerships with local breast cancer awareness organizations that also prompted the decision to move forward with an assessment tool.

### THE SOLUTION

In 2009 the U.S. Preventive Services Task Force published new recommendations suggesting women should start mammography screening at age 50 instead of age 40 which caused some confusion among patients. Because of Medicom's proactive approach to updating the underlying methodology in HRAs, this health system jumped at the chance to use this tool.

A genetic counselor added, "What most people missed from that report is those recommendations are only for low-risk patients. A woman still needs to know her risk to understand if she can wait until age 50 or if she needs mammograms sooner."

### THE RESULTS

For each service line, the goals were slightly different. Breast was all about brand awareness and Heart focused on conversion. Without ever doing a promotion specific to the v3 upgrade, YRMC leapt from an impressive 67% completion rate to a staggering 89% completion rate on their Heart HRA. Good targeting, encouragement from health system, staff, and digital tools each played a part in the ongoing success.

*"We've found the HRAs to be most successful at local health and wellness events. They not only provided a unique tool to drive traffic to our booth but have also given our providers the ability to interact directly with potential patients. This interaction is invaluable. The follow up reminders are a great way to continue to build upon the relationship."*

– Clarissa DeCarlo  
Digital Marketing Manager

### SUCCESS OF CAMPAIGN

**30%**

at increased risk for developing breast cancer in 5 years

**89%**

of Heart Health HRA users supplied their contact info

**60%**

of Heart Health HRA completions were moderate or higher risk

**44%**

of HRA completions were from obese consumers

# 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](http://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