

Maximize Health Risk Assessment ROI with a Comprehensive Plan

CHALLENGE: How to Maximize HRA ROI

Baptist Health has used health risk assessments (HRAs) since 2013. As of December 2019 they have 9 [Medicom Health assessments](#). However, before 2016 there had not been a solid plan in place to promote them or leverage completions. For the most part, the HRAs were simply placed on the website. Basically, the hard work needed to maximize HRA ROI was left unfinished.

That all changed in 2016. The Baptist Health team rediscovered their own HRAs as a potent tactic for accomplishing their goals. Admirably, they shouldered the challenge of actively increasing the quality and quantity of HRA completions through paid campaigns and organic traffic. They built out effective follow-up plans. They integrated internal system resources and personnel to take advantage of user completions. And, they tackled unanticipated challenges along the way—like resistance from service lines, provider offices, and hospitals.

STRATEGY & TACTICS

The marketing team decided on a multi-phase approach to maximize HRA ROI.

Phase 1 – Get the value out of the completions that were already happening

- ▶ **Improve CTAs:** First, they optimized their calls-to-action at the end of the HRAs and in follow-up emails. They consulted with other hospital marketers for advice on customizing these to best fit the hospital location and processes.
- ▶ **Identify internal resources:** They identified the right internal staff contacts who should follow-up with Moderate and High Risk HRA results.
- ▶ **Recruit & train internal resources:** They sought and achieved the commitment of the (mostly clinical) staff who would connect with higher risk completions. This was challenging as it required time and energy from already busy people. Marketing was able to show convince them of the potential value and secure their dedication to the process.

Phase 2 – Increase quantity and quality of completions

- ▶ **Increase website entry points:** Next, they audited the roughly 30 website pages the HRAs were on. They scraped their site and determined the ideal on-site placements for each HRA type. In the end, they deployed over 250 placements. This implementation gave far more opportunities to connect with potential and current patients. *(continued on next page)*

RESULTS

\$4M+

in direct service line charges

\$17M

in total charges generated

700%

increase in completions

28.5%

more new patients

By placing each HRA within conditions and service line content, they saw immediate improvement in the quality of the people completing the HRA. This was because potential patients were self-qualifying themselves as interested. For example, they had already landed on the breast cancer page.

- ▶ **Increase non-website entry points:** They tested offsite as well. They added call to actions to paid search site link extensions. Engagement from clicks on the site to an HRA completion was 39% over a six-month test. While these both increased the quality and number of the HRAs completed, our team had further to go. They developed monthly social and organic campaigns that target the audiences for HRA completions. These included Facebook and Google My Business listings. Most recently, they added them to LinkedIn with astounding performance.

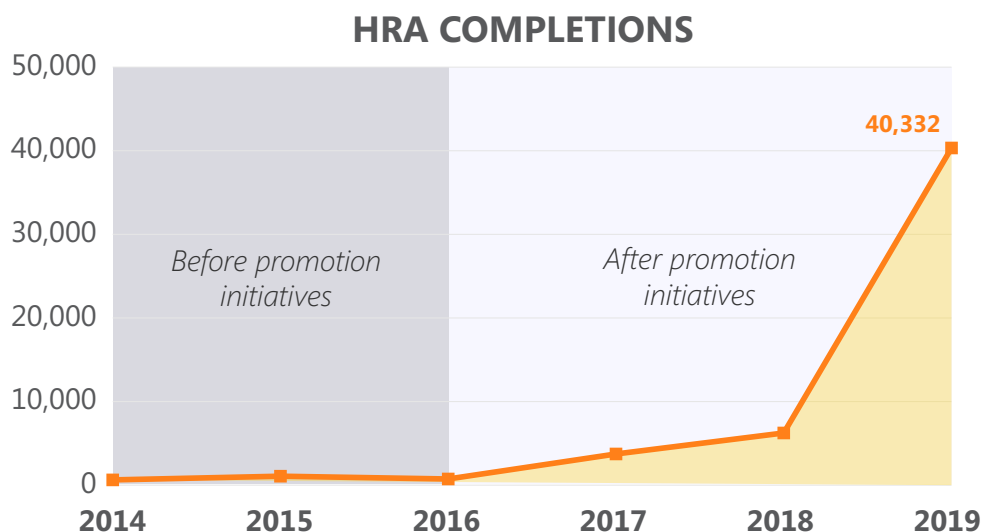
Phase 3 – Act more deeply on valuable user data to achieve goals

- ▶ **Target users without PCPs:** In addition, as an access initiative, their team took notice of the fact that within each HRA, a user must designate if they have a PCP and if they have seen them in the last year. In 2019 alone, they had 1,615 users raise their hand saying they didn't have a PCP. Their health system had recently launched a patient connection hub for physician referrals. They worked with them to pilot the hub, following up on users who stated they didn't have a PCP. They worked with potential patients to schedule an appointment. Pleasantly, there was no extra money spent here, but rather was an opportunity that had been overlooked.

RESULTS

Ultimately, they were successful in their efforts to maximize HRA ROI.

- ▶ They met primary their service line goals, surpassing \$4 million in direct service line charges.
- ▶ Additionally, HRA users generated almost \$17 million in total charges across the system.
- ▶ HRA completions increased an incredible 700% in just 3 years' time!
- ▶ The new patient connection hub booked appointments with 28.75% of users without a primary care provider.



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.

For more information, contact:

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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