

HEALTH RISK ASSESSMENTS FOR PATIENT ACQUISITION

Improving conversions with the use of digital
engagement tools



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PROBLEM WITH MOST CTA'S



PATIENT ACQUISITION INTEREST PATH

Digital Media

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Services: Back And Spine Surgery, Joint Replacement Surgery...

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The Saint Thomas Hospital for Specialty Surgery specializes in spine and joint replacement surgeries. Visit us for a free online health assessment.

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Campaign Landing Page

Saint Thomas HOSPITAL FOR SPECIALTY SURGERY Call Us (123) 456-7890

We Know Spines Like the Back of Our Hands

Take Our Spine Health Assessment



Spinal Surgery

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vel ex ante. Integer lobortis in sapien a laouls. Vivamus tincidunt erat laouls varius auctor. Donec vitae tellus ut nibh venenatis facilisis. Aliquam commodo eget magna sit amet molestie.

Request An Appointment

Your Name *

Email *

Telephone *

Zip Code *

Submit

Health Risk Assessment

Joint Replacement Screening Checklist For Knee Replacement

This survey will help you and your physician assess if you are a candidate for joint replacement. Medicare as well as other payers ask for documentation of symptoms, failed treatments, pain levels, functional impairments, imaging studies. In addition, a surgeon's assessment will help to determine whether you will meet the medical necessity criteria for surgery.

QUESTION 1 OF 16

How often do you have swelling in your knee?

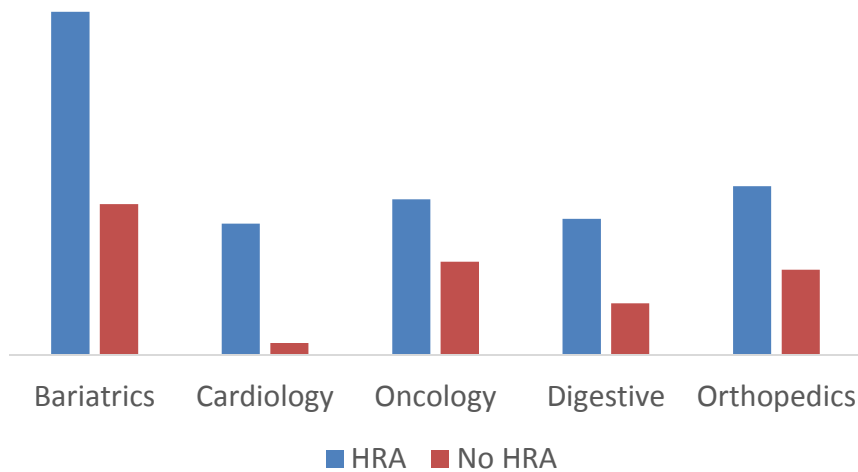
- Never
- Rarely
- Sometimes
- Often
- Always

Next

*This assessment is not to be used as a substitute for medical advice, diagnosis, or treatment of any health condition or problem. Users should direct all questions regarding medical matters to their physician or other health care provider.

MEASURABLE DIFFERENCE IN PERFORMANCE

Number of Conversions Per Strategy

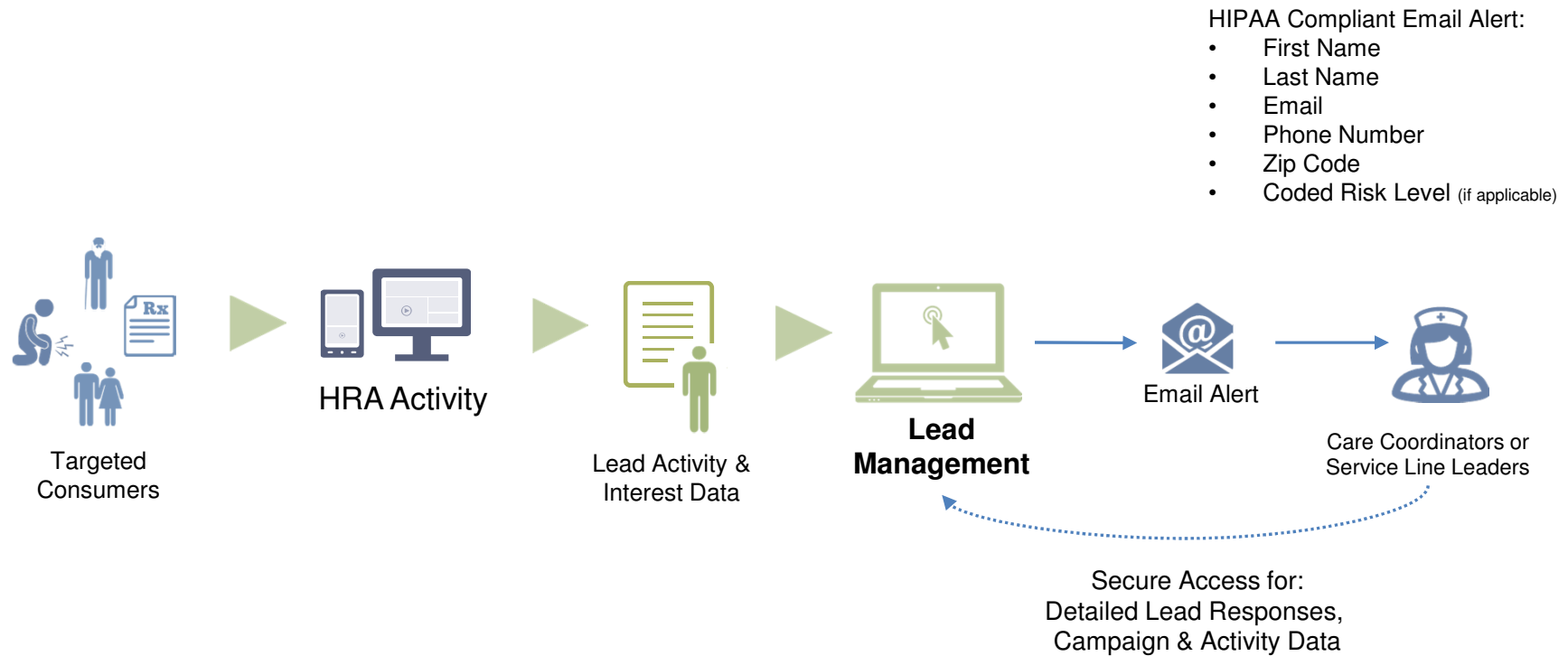


2x-4x Increase in conversion performance on average

Not All HRAs Are the Same

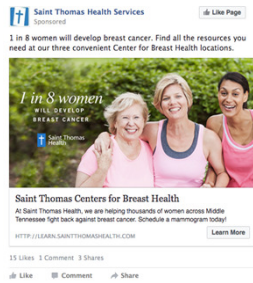
- Simple clear language
- Mobile optimized
- 2-3 min maximum
- Clinically relevant value
- Results oriented response
- Response team notifications
- Activation based data
- Real time response

PATIENT ACQUISITION WORKFLOW



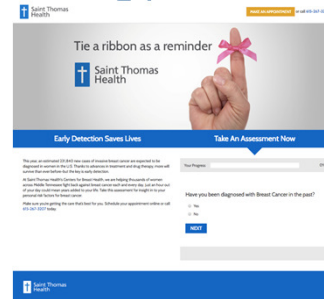
PATIENT ACQUISITION WORKFLOW OPTIMIZED

1. FIND: Search or Social Ad



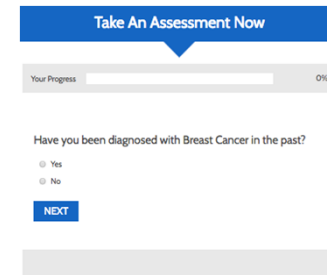
User engages with Ad

2. CAPTURE: Identification



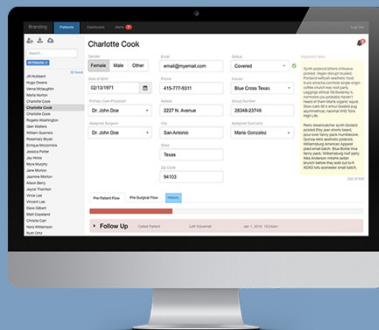
User engages with service line content and clicks on assessment CTA

3. ENGAGE: Health Assessment



User is directed to digital health assessment, fills it out to become a lead

4. INTAKE: CRM or Lead Management



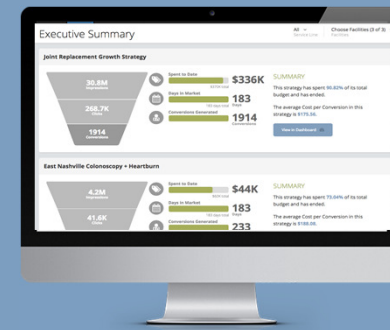
User is entered into CRM or Lead Management to be followed up with by coordinators

4. FOLLOW UP: Call Center, Service line Coordinators, or Scheduler



Call Center or Coordinators follows up with lead to schedule in most appropriate care setting

5. MEASURE: Program Success



As leads convert to appointments, campaign results