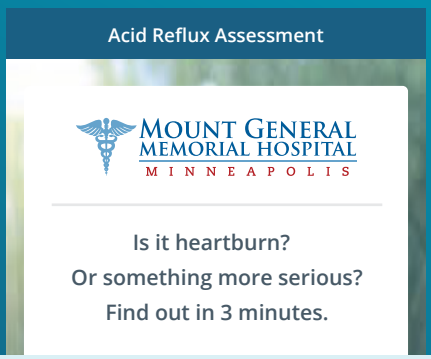
Medicom Health
an eruptr company

Online Health Risk Assessment
ACQUIRE PATIENTS • GROW SERVICE LINES • BUILD BRAND

Acid Reflux Disease

Also known as gastroesophageal disease (GERD), it is a common condition among Americans. It is correlated with many major chronic diseases like heart disease or COPD. Unchecked, it can lead to significant complications.

This evidence-based assessment can help users understand their symptoms and see if treatment is warranted for their situation.



BENEFITS FOR PATIENTS

- Help consumers estimate their likelihood of needing professional care, based on well-respected research and established algorithms.
- Empower users to explore their symptoms and risk factors, and understand what they can (and can't) do about them.
- Enable them to conveniently seek treatment at the right point of care for their situation AND your facilities' resources.

BENEFITS FOR PROVIDERS

- Acquire new patients
- Grow service lines
- Increase revenue
- Collect contact info
- Garner opt-ins
- Enhance health awareness
- Empower CRM nurturing
- Maximize Facebook
- Fuel call centers
- Website conversions
- Build brand equity
- Bolster marketing ROI
- Leverage consumerism
- Amplify cross-marketing
- Re-activate patients
- Health months promos
- Enable personalization
- Utilize patient resources
- Satisfy content demand
- Generate goodwill
- Promote wellness

PROMOTE
We'll help configure your HRAs via our Client Portal. We can also help with promotion, including Facebook, etc.

CONVERT
Users answer questions, provide contact info, and receive results, including clickable CTAs, detailed reports & follow-up emails.

NURTURE
Incorporate collected user data into call centers, CRM, etc. to fuel timely and appropriate nurturing that build quality relationships.

Key Strategy

Consumers want personalized, online advice about *specific* health concerns.

- Give them accurate, trustworthy next steps that inspire confidence.
- And they will provide contact info and follow your calls-to-action.

Key Features

- Robust and mature platform
- Highly flexible & customizable
- Potent mar-tech integrations
- Broad data capture & analytics
- Automatic follow-up emails
- HIPAA compliant, HITRUST certified, multi-lingual

Proven Success

For 20 years, high-profile health organizations, including 1,000+ hospitals, have used our HRAs to engage millions of consumers, save lives and increase revenue.

More information at: ***www.medicomhealth.com/hras/acid-reflux-hra***

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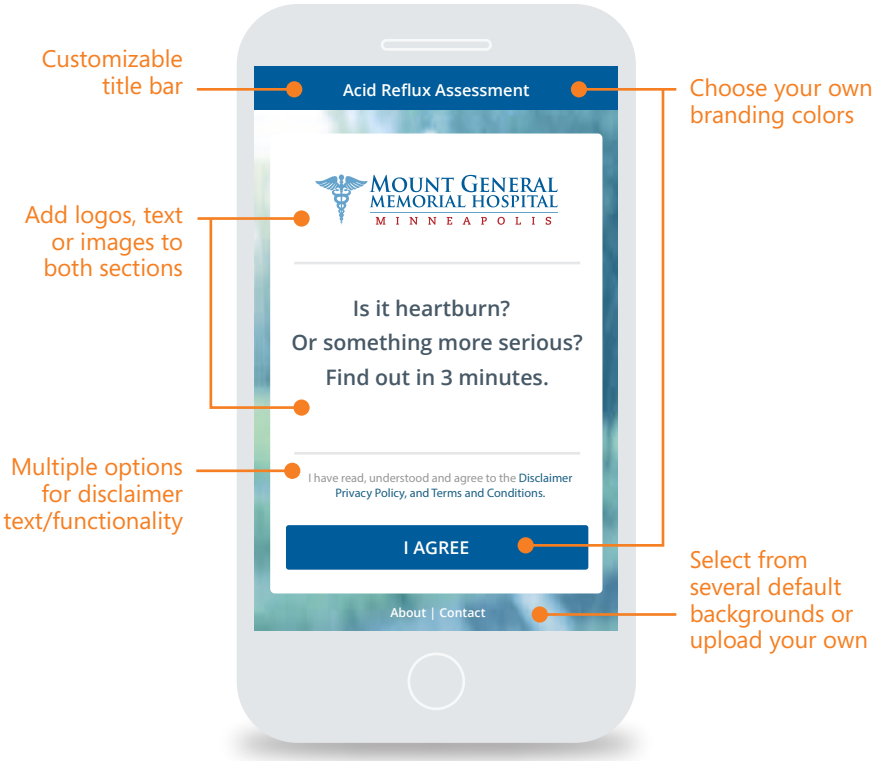
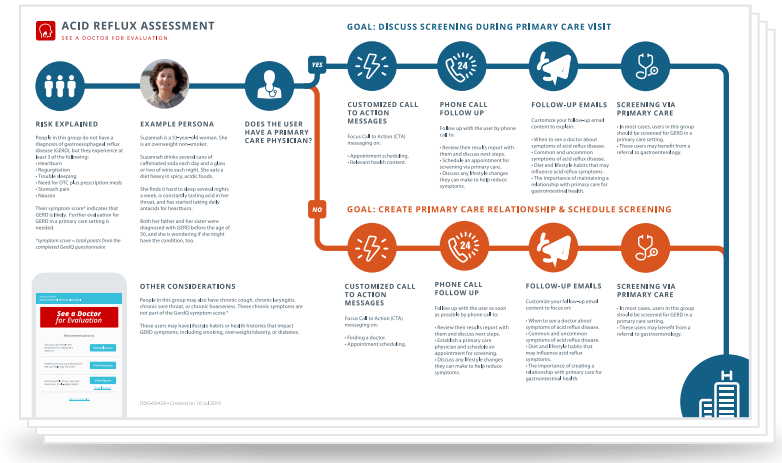
Acid Reflux Assessment



DELIVERING THE RESULTS IS JUST THE START

- Users who complete HRAs are uniquely invested and motivated.
- You have their health stats, contact info, and permission to message them. Forge a digital relationship via nurturing!
- Our *Follow-Up Guides* have detailed recommendations tailored to each Result Segment to assist you in personalization:



Deep Customization

- Your branding, logos, colors, backgrounds, title, sidebars, legal language, organizational info, etc.
- Your required fields, CTAs, follow-up emails, notifications, workflow integrations and more...

Powerful Work-flow Options

- The assessment is just the tip of the iceberg. The *real power* is in the Management Portal.
- Custom marketing analytics, tagging, reports, & data transfer
- Flexible user data collection
- Actionable goal-driven follow-up: Emails, links, notifications, etc.

World-class Support

- We'll be there to help you out, every step of the way.
- Lean on us for tips, tricks, hacks, and best practices.

Superior Technology

- No outsourcing, ever. We've been building HRAs for 20+ years.
- New features, enhancements, & integrations released bi-weekly.
- HITRUST certified: The gold standard in privacy, security, and compliance.

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