

## Back & Neck Pain

Eight out of every ten people experience serious neck or back pain at some point in their lives, often with a severe impact on their quality of life.

This evidence-based assessment addresses spine function, pain severity, and other nerve-related symptoms. Quantifying symptoms can help motivate users to seek appropriate treatment in a timely manner.

### Back & Neck Pain Assessment



How much does spine pain truly impact your life?  
Find out in minutes.

### BENEFITS FOR PATIENTS

- ▶ Help consumers calculate if they require screening by a health care professional, based on well-respected research and algorithms.
- ▶ Empower users to explore their situation, and understand what options they may have for treatment, self care or lifestyle changes.
- ▶ 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

### 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.



#### 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.



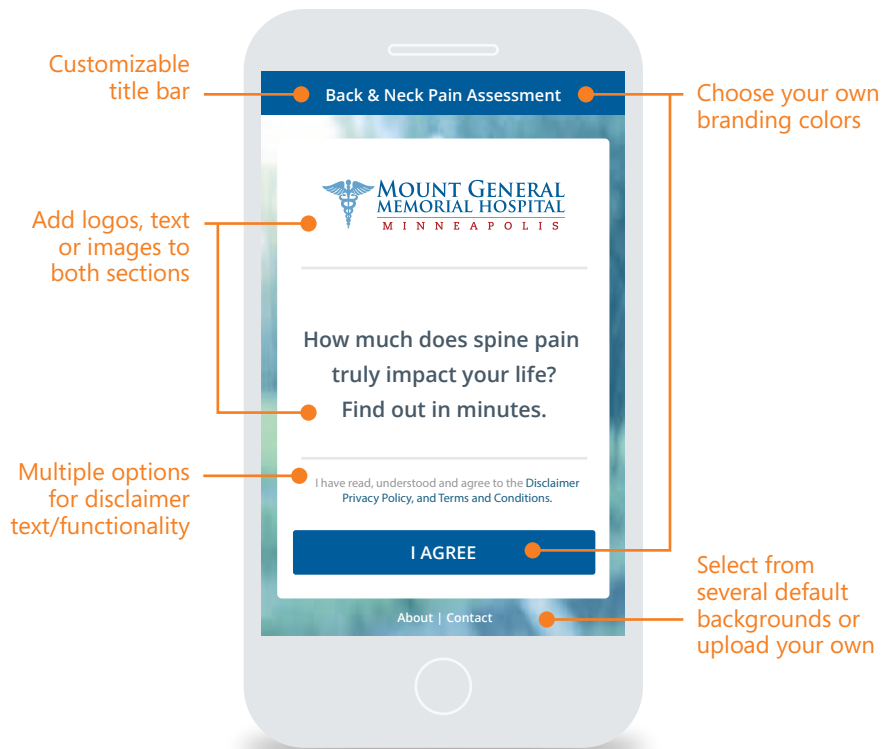
#### NURTURE

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



More information at: [www.medicomhealth.com/hras/back-neck-pain-hra](http://www.medicomhealth.com/hras/back-neck-pain-hra)

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## Deep Customization

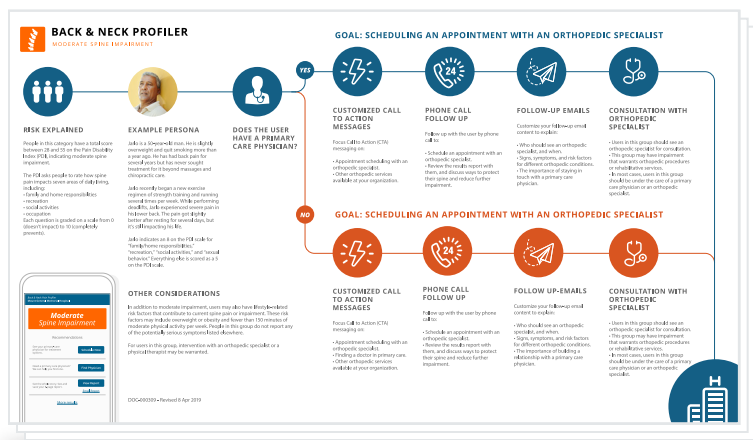
- ▶ Your branding, logos, colors, backgrounds, title, sidebars, legal language, organizational info, etc.
- ▶ Your required fields, CTAs, follow-up emails, notifications, workflow integrations and more...

## 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.

## 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:



## 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.

More information at: [www.medicomhealth.com/hras/back-neck-pain-hra](http://www.medicomhealth.com/hras/back-neck-pain-hra)