

COVID-19 Symptoms

Help patients and prospects analyze potential COVID-19 symptoms according to the latest CDC and WHO guidelines. This assessment can assuage the fears of patients, connect with prospects who are looking to you for help, and manage the flow of treatment-seekers with evidence-based recommendations. Use the call-to-action links to set patients on the best care path for their situation and your available resources.

COVID-19 Symptoms Assessment



Are you concerned about potential COVID-19 symptoms? Complete this assessment.

BENEFITS FOR PATIENTS

- ▶ Help people estimate if they require screening by a health care professional, based on the latest guidelines.
- ▶ Dispel worry and misinformation about COVID-19. Build trust with online health consumers searching for answers.
- ▶ Empower users to conveniently connect with your care professionals at the right point of care for them AND your facilities.

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.



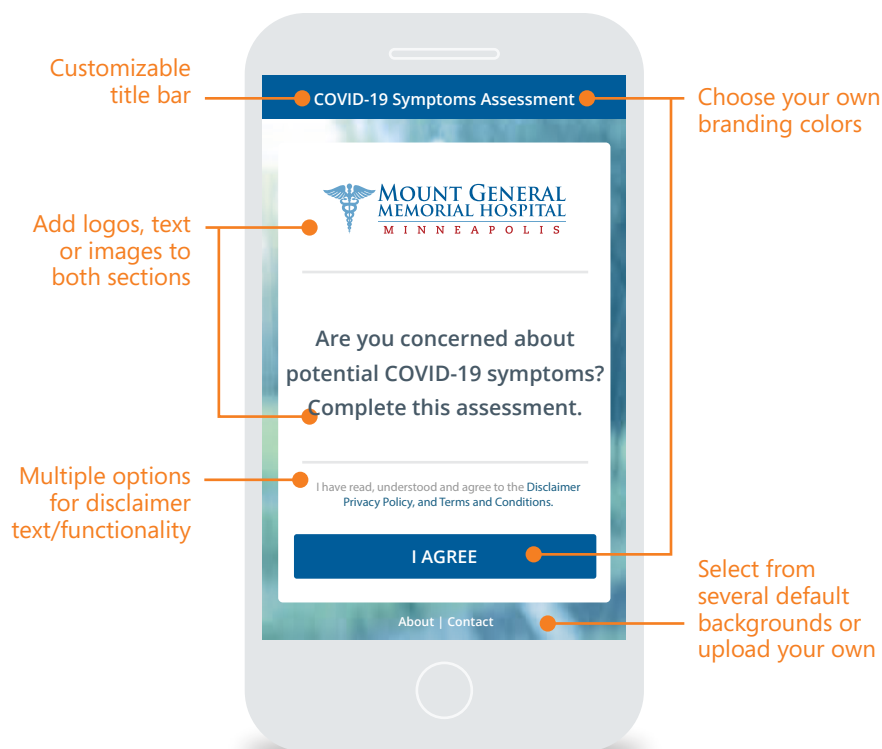
NURTURE

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/covid-19

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Deep Customization

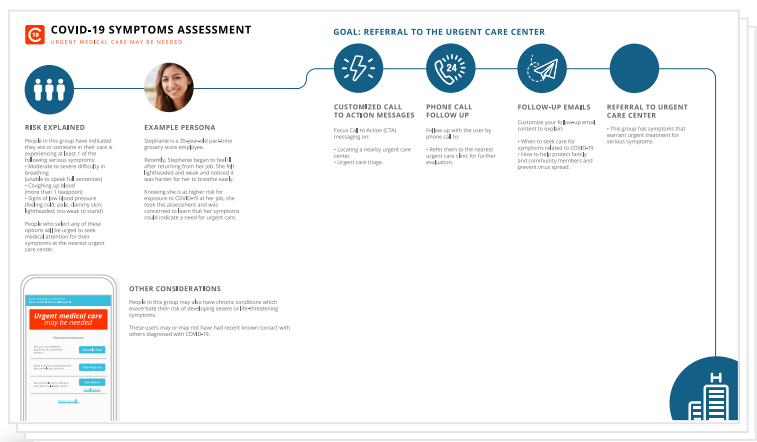
- ▶ Your branding, logos, colors, backgrounds, title, sidebars, legal language, organizational info, etc.
- ▶ Your required fields, CTAs, follow-up emails, notifications, workflow integrations and more...

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.



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