

## Prostate Cancer Risk

Prostate cancer is the second leading cause of cancer death in American men, behind only lung cancer.

This evidence-based assessment estimates users' current risks and high-grade risks of prostate cancer. The calculations take lifestyle, genetics and personal health histories into consideration, and is updated regularly.

Prostate Cancer Risk Assessment



Should you discuss prostate cancer screening with your doctor? Find out!

### BENEFITS FOR PATIENTS

- ▶ Help consumers estimate their need for cancer screening, based on well-respected research and established algorithms.
- ▶ Empower users to explore their risk factors, and understand what they can or 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



#### CONFIGURE

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



#### PROMOTE/DEPLOY

Users answer questions, provide contact info, and receive results, including a multi-page report, next steps, & emails.



#### NURTURE

Incorporate user data into call centers, CRM, etc. to fuel timely and appropriate nurturing that users will appreciate.

### 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.

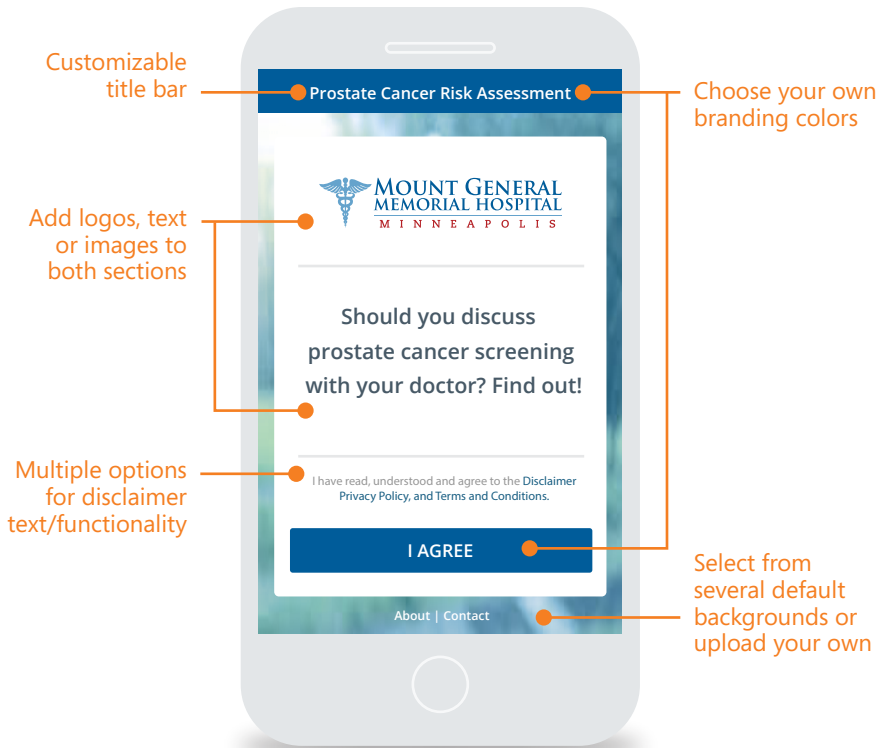
### Key Features

- ▶ 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.





**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.

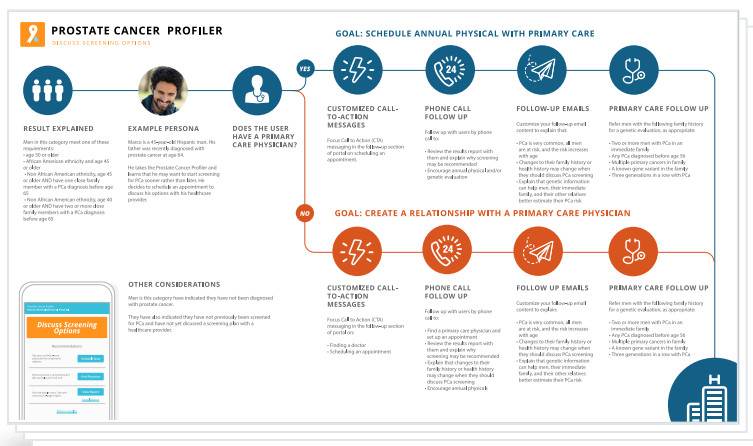
**Superior Technology**

- ▶ 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.



**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:



More information at: [www.medicomhealth.com/hras/prostate-cancer-risk-hra](http://www.medicomhealth.com/hras/prostate-cancer-risk-hra)