

Sleep Apnea

Sleep apnea prevents one-fifth of adults from getting a sound night's rest, though it often goes undiagnosed and untreated. Over time, it can significantly impact quality of life, and is commonly linked to other health issues.

This evidence-based assessment addresses the symptoms and sleep-related conditions that contribute to consumers' risk of sleep apnea.



BENEFITS FOR PATIENTS

- ▶ Help them calculate if they require screening by a health care professional, based on well-respected research and algorithms.
- ▶ Enable them to explore their symptoms and risk factors, and understand what they can (and can't) do about them.
- ▶ Help them conveniently seek treatment at the right point of care for their situation AND your facilities' resources.

BENEFITS FOR PROVIDERS

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



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.



More information at: www.medicomhealth.com/hras/sleep-apnea-hra

