

## Tampa Bay HealthCare Collaborative

Getting a Better Return on Investment (ROI) for  
your Corporate or Community Health Fair



BayCare.org

## Assessment & Engagement: Why and How?

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## Health Risk Assessments

- Objectives
  - Prevention, Early Detection & Wellness
  - Increase use of online Health Risk Assessment
  - Brand Awareness
  - Patient Volume
  - Strategic Partnerships
- Implementation Strategies
  - Phase 1
    - Implementation
    - Awareness
    - Utilization
  - Phase 2
    - Engagement

## YourHealthRisk.org



## YourHealthRisk.org

- 13 Clinical Topics

- Heart Aware - Cancer Aware – Colon
- Stroke Aware - Cancer Aware – Prostate
- Vascular Aware- Cancer Aware – Breast
- Diabetes Aware - Weight Aware
- Lung Aware - Spine Aware
- Sleep Aware - Joint Aware
- Cancer Aware - Lung

## YourHealthRisk.org

- Promotion – “7 Minutes Could Save Your Life”

- Newspaper
- Radio
- Outdoor
- Online
  - Social Media
  - Google AdWords



Newspaper Ad

7 Minutes Could Save Your Life!

YourHealthRisk.org

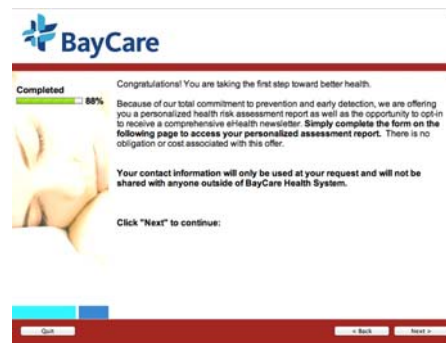


Outdoor Board

## Sleep Aware



## Sleep Aware



## Sleep Aware

## Sleep Aware

## Sleep Aware

## YourHealthRisk.org

- Engagement

At Risk/Physician	At Risk/No Physician
Not At Risk/Physician	At Risk/No Physician

## YourHealthRisk.org

Thank you for completing BayCare's HealthAware risk assessment! \*

BayCare Health System is proud to provide you with this information.

Dear Michael Lopez,

On behalf of BayCare Health System, I would like to congratulate you for making your health a priority by taking the HealthAware health risk assessment.

Your responses indicate that you may be at risk for developing a sleeping disorder. We encourage you to review your customized health risk report with your primary care physician. The health risk assessment that you completed is just one example of a diverse assessment of health-related diseases and events offered every month on the topics that are important to our community. Visit [BayCare.org](http://BayCare.org) to find a class or event you'd like to attend.

We look forward to being a part of your healthy future. Please call us at (800) 208-4111 or visit [BayCare.org](http://BayCare.org) for physician referrals, classes and events, and information about our services.

Sincerely,

BayCare Health System Team

## YourHealthRisk.org

### • Results

- 106,665 Unique Visitors
- 15,000 submitted HRAs
- Most Submitted HRAs
  - Heart – 3,807
  - Colon Cancer – 2,450
  - Spine – 1,340
- ROI

## YourHealthRisk.org Phase II

### Employer Engagement



[YourHealthRisk.org/pc/cancer-screen](http://YourHealthRisk.org/pc/cancer-screen)

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## YourHealthRisk.org Phase II

### • Consumer Engagement

HRA Respondent Engagement

HRA	No PCP	Yes PCP	Unknown
Breast Cancer	157	448	8
Colon Cancer	746	942	23
Diabetes	159	536	4
Heart	364	1598	28
Joint	104	255	9
Lung Cancer	16	102	1
Lung	54	303	5
Prostate Cancer	46	223	1
Sleep	120	448	9
Stroke	100	572	6
Spine	215	584	31
Vascular	25	324	1
Weight	106	377	7
<b>Total</b>	<b>2212</b>	<b>6712</b>	<b>133</b>
	<b>24.42 %</b>	<b>74.11 %</b>	<b>1.47% 100%</b>

## **YourHealthRisk.org Phase II**

- **Consumer Engagement**
  - Geo-targeted Physician Referrals
    - Email
    - Direct Response
  - Preferred Access

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