



LIONSHARE®

Preventative Health Screening Automated Campaigns

An Ounce of Prevention is Worth a Pound of Cure

Chronic diseases are the leading drivers of health care costs in the United States and can significantly reduce the quality of life for patients and for their families. Although many preventative screenings exist, they are woefully underutilized.

A study* conducted by the Centers for Disease Control and Prevention (CDC), found that 34% of Americans ages 18-64 had not spoken with or visited a doctor in a year. Additional results of the study showed that 60% of Americans adults also have at least one chronic health condition. With 28% of men and 17% of women not having a primary care provider, there is an enormous opportunity to identify potential new patients, as well as bring patients back into your health care system. LionShare's turnkey, automated campaigns promoting health screenings not only serve as a vehicle to drive these visits, but also help to meet your population health goals.

15%

of new patients are
driven by screenings



18%

of new patients bring
additional patient from their
household to the system



5%

of screenings
drive downstream
oncology visits



Cleanbilla Health

AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

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[Learn More or Schedule Your Screening →](#)

You can also schedule an appointment over the phone. You can reach us at 555-555-1212.

Cleanbilla Health
7830 Barton • Lenexa, KS 66214
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AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE

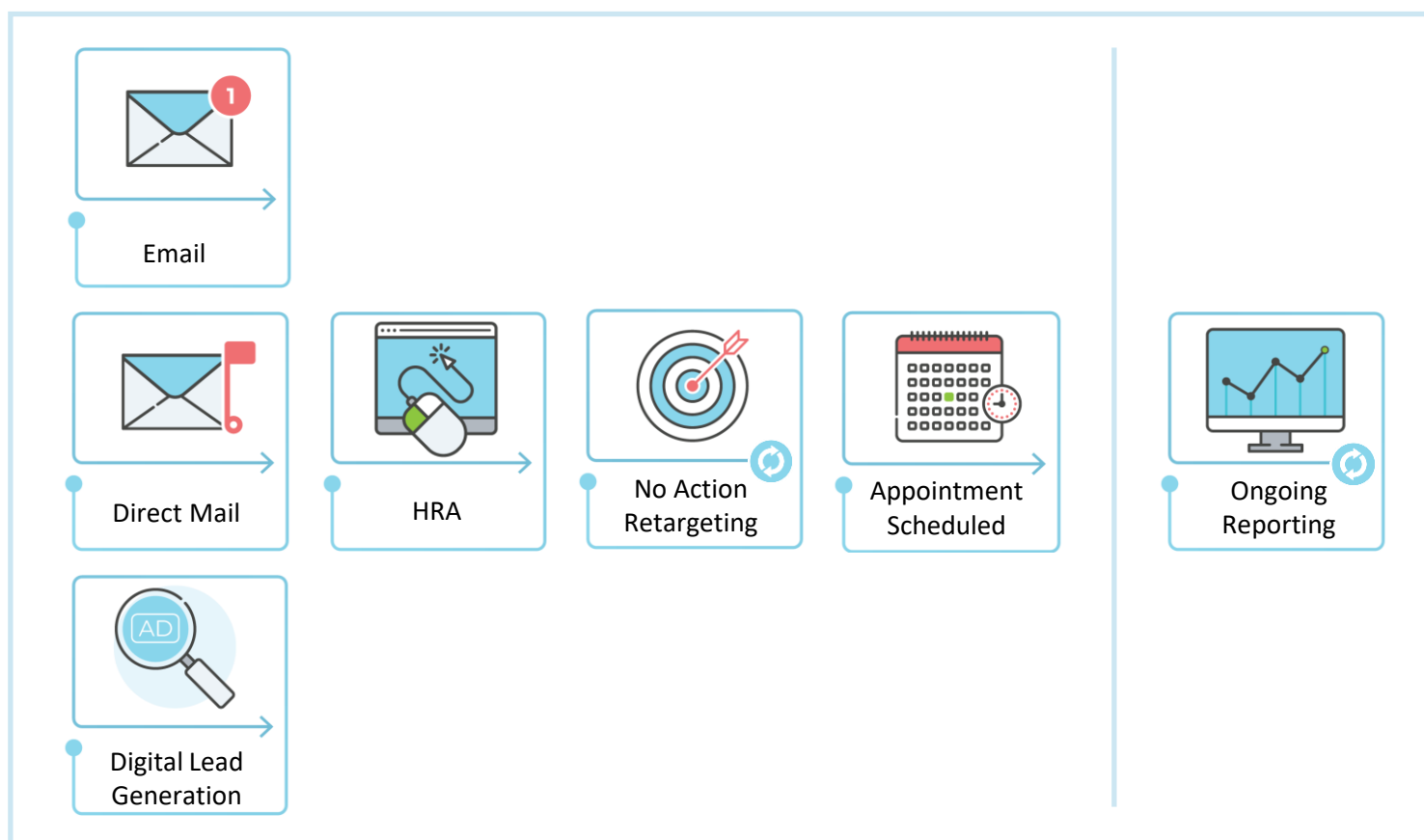
[Visit cleanbillahealth.org/screenings to learn more.](#)

Screening Topics

- Bone Density
- Breast Cancer
- Cervical Cancer
- Colorectal Cancer
- Lung Cancer
- Ovarian Cancer
- Prostate Cancer
- Skin Cancer
- Medicare

* Center for Disease Control and Prevention Behavioral Risk Factor Surveillance System 2013-2015 Survey Preventive Care and Screenings

Preventative Health Screening Automated Campaigns



Strategy: Acquisition + Retention

A monthly, automated (trigger) campaign is customized to your unique needs and market. Desirable targets can be identified and segmented based on age, gender, payor mix, health propensities, risk factors, service line utilization, and more. The campaign can range from a simple email and/or direct-mail approach to a comprehensive omni-channel marketing strategy. This has proven to be successful not only as a retention strategy, but also for the acquisition of new and lapsed patients.

Quarterly reporting included:

- Standard email results
- Downstream campaign encounter reporting

Enhancement Options

- Retargeting campaign to non-respondents
- Seasonal educational outreach aligned with awareness month
- Paid digital campaign
- Integration with a Health Risk Assessment (HRA)
- Campaign landing page development
- Incentive fulfillment program
- Custom reporting

