

A Proven Way to Increase Brand Loyalty, Market Share, and Community Engagement



Become the Resource of Choice With the Best Online Health Education Available

- ✔ Increase consumer and patient involvement and referrals
- ✔ Be one step closer to your population health goals
- ✔ Target and drive consumers to take specific actions
- ✔ Provide easy-to-understand material on diseases and conditions, labs, first aid, treatments, nutrition, medications, and much more
- ✔ Customize content to your brand, service-line emphasis, and marketing strategy

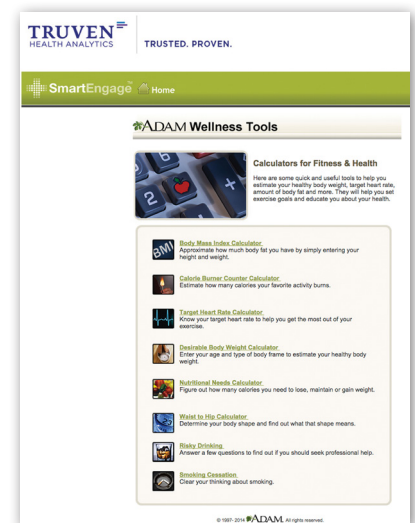
Consumers Who Engage With Your Brand Are Far More Likely to Become Your Newest and Return Patients

Today's consumers seek health information online every day, and it's critical to do everything you can to connect them with your hospital versus your market competitors. That's why Truven Health Analytics™ delivers an outstanding consumer education experience using the dynamic features of A.D.A.M.® SmartEngage.™

Fully customizable and accredited, SmartEngage allows you to leverage award-winning content on your website or patient portal, within your marketing materials, and on tablets and smartphones. And with the solution's innovative interactive tools, you can make it easy for consumers to make appointments, take health risk assessments (HRAs), engage via social media, and much more.

Interactive Tools Keep Consumers Coming Back for More

SmartEngage interactive tools take health education to a higher level, with options like the Body Mass Index Calculator, Calorie Burner Counter, Target Heart Rate Calculator, Nutritional Needs and Risky Drinking Assessments, and Smoking Cessation Guidance. Consumers can even choose to personalize their experience with a unique 3D avatar visual search interface that guides them to take specific actions, including seeking treatment at your facilities and with your clinicians.



Real Client Results



64% increase in **patient and consumer engagement** on social media

Web traffic increase of **4M** page views per month



Comprehensive Medication Education Supports Patient Safety

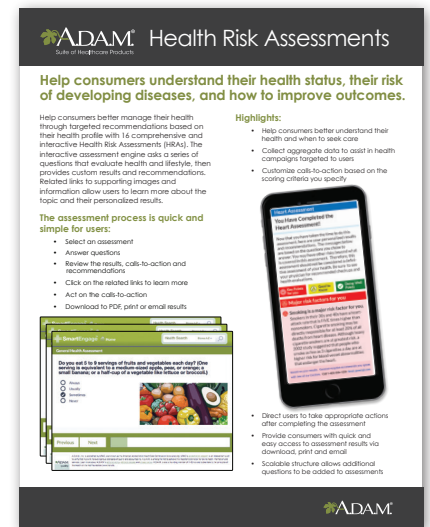
SmartEngage includes Micromedex® Medication Instructions, which provides the highest-quality information available — including medication management instructions, side effects and precautions, and a drug interaction checker covering other medications, alcohol, food, tobacco, and allergies.

HRAs Encourage Consumers to Take Control of Their Health

SmartEngage helps consumers better manage their health through 16 interactive HRAs — from depression, anxiety, and sleep disorders to career burnout, allergies, diabetes, and more. The assessments ask a series of questions and provide custom results, recommendations, and calls to action.

Flexible Tools Connect Consumers to Resources — Based on Your Specific Strategies

The Client Community Tool allows you to easily create, change, and manage your organization's content to include your customized brand standards and clinical protocols. You can also collect data to assist in targeting campaigns to users, customize risk assessment questions and calls to action based on the risk-level scoring criteria you specify, and develop custom tips and messages.



ADAM Health Risk Assessments
Help consumers understand their health status, their risk of developing diseases, and how to improve outcomes.

Help consumers better manage their health through targeted recommendations based on their health profile with 16 comprehensive and interactive Health Risk Assessments (HRAs). The interactive assessment engine asks a series of questions that evaluate health and lifestyle, then provides custom results and recommendations. Related links to supporting images and information allow users to learn more about the topic and their personalized results.

The assessment process is quick and simple for users:

- Select an assessment
- Answer questions
- Review the results, calls-to-action and recommendations
- Click on the related links to learn more
- Act on the calls-to-action
- Download to PDF, print or email results

Highlights:

- Help consumers better understand their health and when to seek care
- Collect aggregate data to assist in health campaigns targeted to users
- Customize calls-to-action based on the scoring criteria you specify

- Direct users to take appropriate actions after completing the assessment
- Provide consumers with quick and easy access to assessment results via download, print and email
- Scalable structure allows additional questions to be added to assessments

Why SmartEngage Is the Only Consumer Health Education Solution You Need

- ✓ A multimedia, highly interactive powerhouse that helps users make the best health decisions while connecting them to your facilities, services, and doctors
- ✓ Most robust collection of accredited online health information available — over 6,000 physician-written articles, 2,200+ drug information guides, and 350 high-definition videos
- ✓ Responsive design means users can easily view content on any device, including mobile
- ✓ Physician-reviewed and regularly updated content
- ✓ Seamless customization and world-class service
- ✓ Powerful reporting and analytic tools
- ✓ 5th- to 8th-grade level content that's available in English and Spanish



Get Connected

Send us an email at providersolutions@truvenhealth.com, call **800.525.9083** option 4, or visit micromedex.com/smartengage



ABOUT TRUVEN HEALTH ANALYTICS

Truven Health Analytics delivers the answers that clients need to improve healthcare quality and access while reducing costs. We provide market-leading performance improvement solutions built on data integrity, advanced analytics, and domain expertise. For more than 30 years, our insights and solutions have been providing hospitals and clinicians, employers and health plans, state and federal government agencies, life sciences companies, and policymakers the facts they need to make confident decisions that directly affect the health and well-being of people and organizations in the U.S. and around the world.

Truven Health Analytics owns some of the most trusted brands in healthcare, such as MarketScan, 100 Top Hospitals, Advantage Suite, Micromedex, Simpler, ActionOI, Heartbeat Experts, and JWA. Truven Health has its principal offices in Ann Arbor, Mich.; Chicago; and Denver. For more information, please visit truvenhealth.com.

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