



SHOULDER & ELBOW HRA

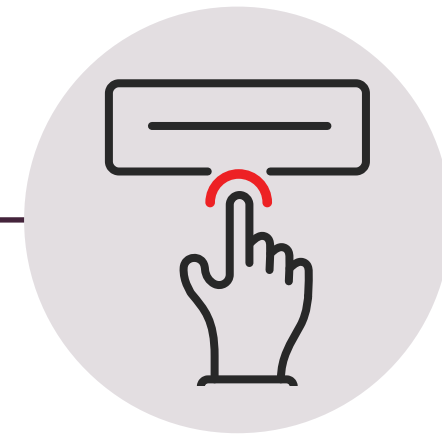
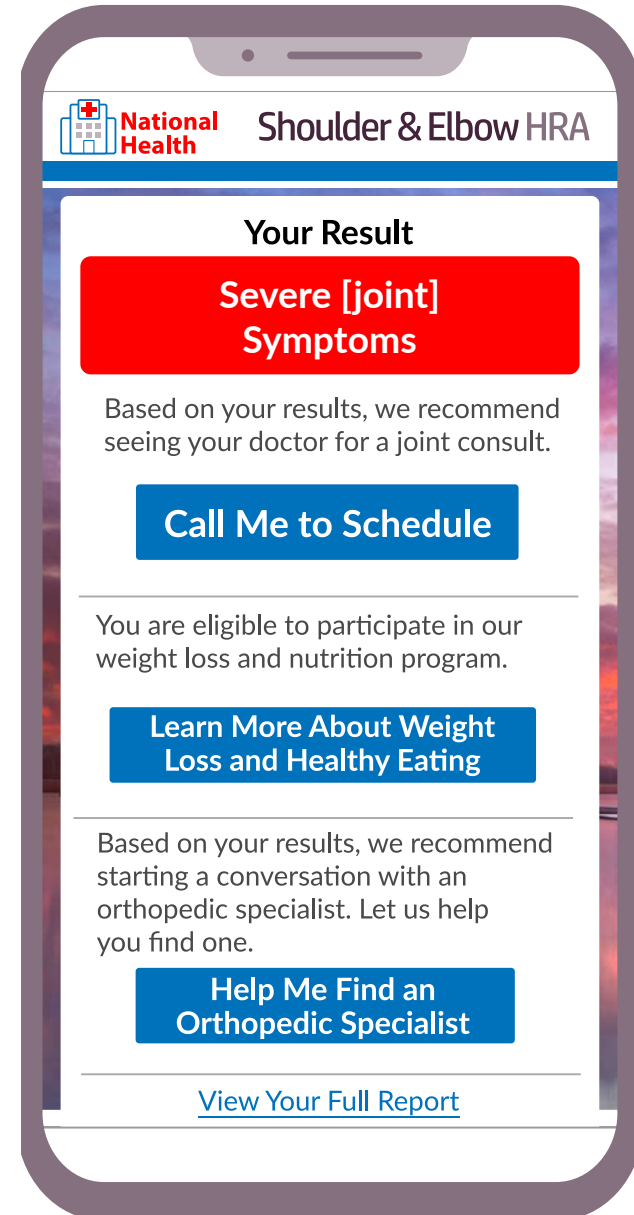
GOAL: REFERRAL TO AN ORTHOPEDIC SURGEON

SEVERE SYMPTOMS

People in this category have an Oxford shoulder/elbow score of less than 20 OR an Oxford shoulder instability score of less than 20, indicating severe pain or problems with their joint. This may indicate severe arthritis.

The Oxford shoulder/elbow score and the Oxford shoulder instability score can range from 0 (severe symptoms/complete impairment) to 48 (no symptoms or impairment). The lower the score, the greater the degree of impairment.

In addition to limited joint function and severe symptoms, users may also have lifestyle-related risk factors that contribute to their current joint impairment. This includes overweight or obesity and low physical activity.



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Appointment scheduling (potentially with an orthopedic surgeon).
- Orthopedic services offered by your organization.



FOLLOW UP

Follow up with the user as soon as possible to:

- Refer the user to an orthopedic surgeon for further assessment.
- Review the results report with them and explain their results.
- Discuss possible options for treatment and answer any questions they have about their next steps.



NURTURING

Customize your nurturing content to explain:

- Who should see an orthopedic surgeon and when.
- Treatments and therapies for orthopedic conditions.
- Signs, symptoms, and risk factors for different orthopedic conditions.



REFERRAL TO AN ORTHOPEDIC SURGEON

- This group is most likely to have impairment that warrants an orthopedic procedure.
- Users in this group should be referred to an orthopedic surgeon for assessment and consultation.
- In most cases, patients in this group should be under the care of an orthopedic specialist or a physical therapist.



EXAMPLE PERSONA

Peter is a 55-year-old male with severe shoulder pain. The pain has been affecting his daily activities, such as reaching, lifting, and even dressing. His sleep is disrupted because he can't lie on his right side, and he struggles to continue with hobbies like golf.

Peter hasn't seen a doctor regularly but has been managing the pain himself. After months of discomfort, his family urged him to take the Shoulder & Elbow HRA.

Peter decided it was time to consult a healthcare professional and explore treatment options like therapy or surgery to restore function and quality of life.



SHOULDER & ELBOW HRA

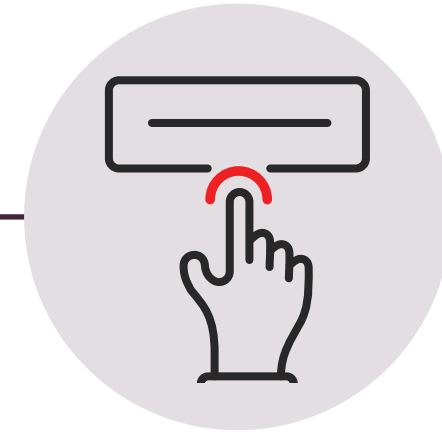
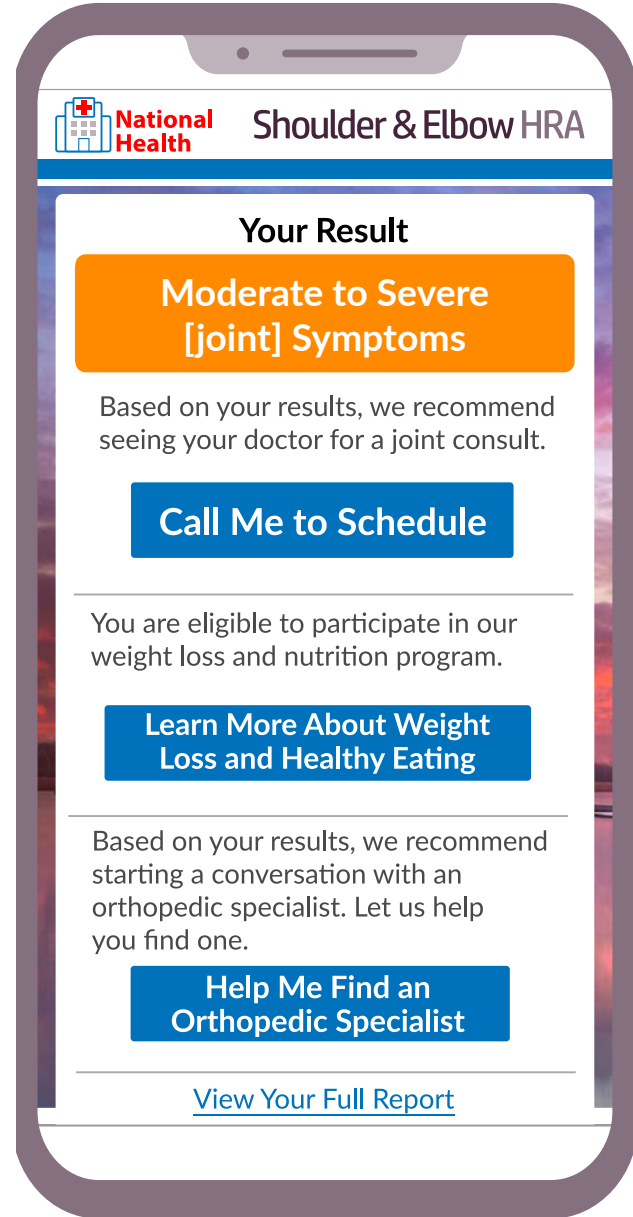
GOAL: REFERRAL TO AN ORTHOPEDIC SPECIALIST

MODERATE SYMPTOMS

People in this category have an Oxford shoulder/elbow score between 20 and 29 OR an Oxford shoulder instability score between 20 and 29, indicating moderate to severe pain or problems with their joint. This may indicate moderate to severe arthritis.

The Oxford shoulder/elbow score and the Oxford shoulder instability score can range from 0 (severe symptoms/complete impairment) to 48 (no symptoms or impairment). The lower the score, the greater the degree of impairment.

In addition to limited joint function and moderate to severe symptoms, users may also have lifestyle-related risk factors that contribute to their current joint impairment. This includes overweight or obesity and low physical activity.



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Appointment scheduling.
- Orthopedic services offered by your organization.



FOLLOW UP

Follow up with the user as soon as possible to:

- Refer the user to an orthopedic specialist for further assessment.
- Review the results report with them and explain their results.
- Discuss possible options for treatment and answer any questions they have about their next steps.



NURTURING

Customize your nurturing content to explain:

- Who should see an orthopedic specialist and when.
- Treatments and therapies for orthopedic conditions.
- Signs, symptoms, and risk factors for different orthopedic conditions.



REFERRAL TO AN ORTHOPEDIC SPECIALIST

- Users in this group should be referred to an orthopedic specialist for assessment and x-ray.
- This group may have impairment that warrants consultation with a surgeon.
- In most cases, patients in this group should be under the care of a primary care physician or a physical therapist.



EXAMPLE PERSONA

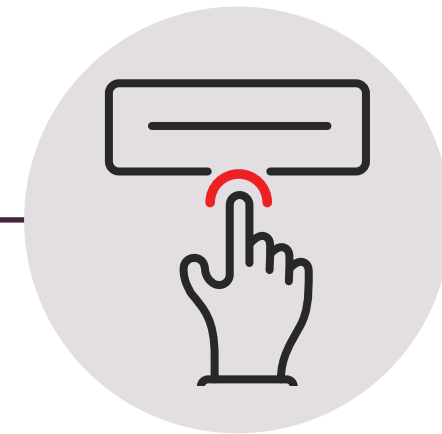
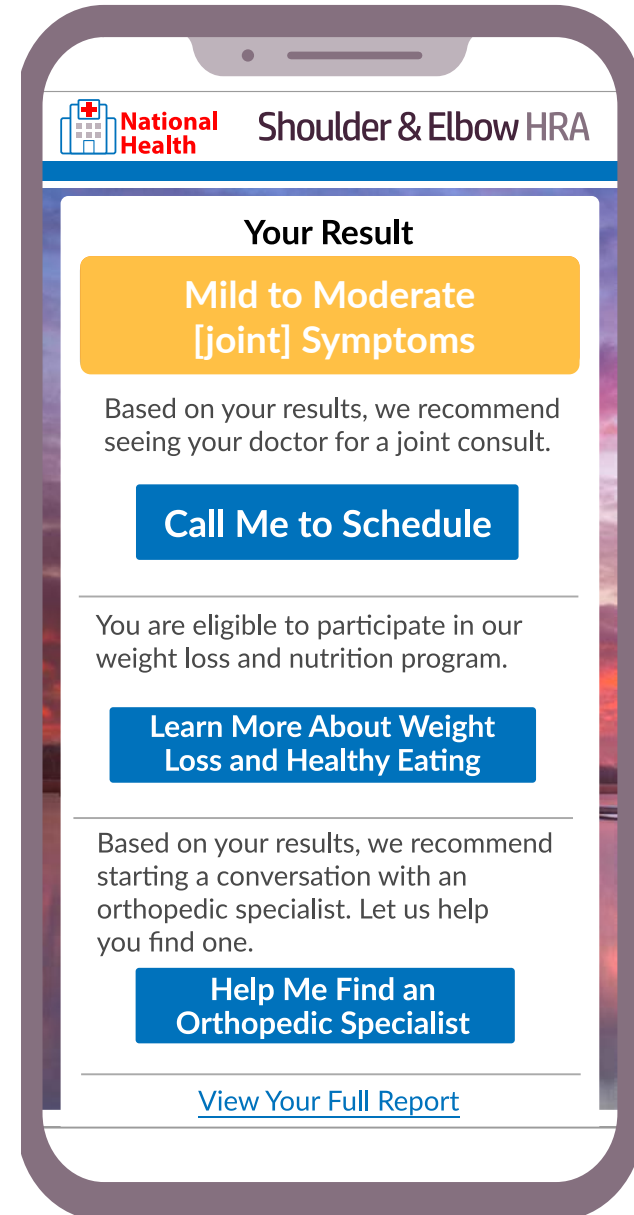
Molly is a 42-year-old woman with obesity who has been experiencing shoulder instability for the past year. Molly finds that her shoulder often feels loose or unsteady, particularly when she lifts objects or performs overhead movements. Although she can still manage most of her daily tasks, the discomfort and occasional popping sensation in her shoulder are starting to affect her confidence and mobility.

Molly has been hesitant to seek medical help, opting instead to limit certain activities that might aggravate her symptoms. She finally took the Shoulder & Elbow HRA after encouragement from her partner. She decided to make an appointment with her doctor to address her shoulder instability and ask about strengthening exercises, weight management, or other treatment.



SHOULDER & ELBOW HRA

GOAL: SCHEDULING A PRIMARY CARE APPOINTMENT FOR ASSESSMENT



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Appointment scheduling.
- Physical therapy services.
- Community wellness events at your organization.



FOLLOW UP

Follow up with the user as soon as possible to:

- Schedule an appointment with a primary care physician for further assessment.
- Review the results report with them and explain their results.



NURTURING

Customize your nurturing content to explain:

- The importance of staying in touch with primary care for better joint health.
- Signs, symptoms, and risk factors for different orthopedic conditions.
- Healthy lifestyle habits that may help protect joints with age.
- Who should see a physical therapist and why.



PRIMARY CARE FOLLOW-UP

- Users in this group should see a primary care physician for assessment and possible x-ray.
- This group will likely benefit from non-surgical interventions and rehabilitative services.
- In most cases, patients in this group should be under the care of a primary care physician.

MILD SYMPTOMS

People in this category have an Oxford shoulder/elbow score between 30 and 39 OR an Oxford shoulder instability score between 30 and 39, indicating mild to moderate pain or problems with their joint. This may indicate mild to moderate arthritis.

The Oxford shoulder/elbow score and the Oxford shoulder instability score can range from 0 (severe symptoms/complete impairment) to 48 (no symptoms or impairment). The lower the score, the greater the degree of impairment.

In addition to mild to moderate symptoms, users may also have lifestyle-related risk factors that contribute to current joint pain or impairment. This includes overweight or obesity and low physical activity.

For users in this group, encouraging healthy lifestyle habits to reduce joint strain while managing pain is key. Because surgery isn't usually indicated at this point, assessment from a primary care doctor and physical therapy services may best serve these individuals.



EXAMPLE PERSONA

Callista is a 34-year-old woman who enjoys jogging and yoga. She experiences pain and stiffness in her elbow, particularly when bending, lifting, or putting weight on her arms during exercise. Despite this, she continues to stay physically active, though she avoids movements that strain her elbow.

While the pain hasn't severely limited her, it has made tasks like carrying groceries and doing household chores more difficult. Callista has been managing her symptoms with rest and stretching but recently completed the Shoulder & Elbow HRA after noticing her symptoms were not improving.

Based on her results, she decided to seek professional advice on managing her elbow pain and preventing further deterioration.





SHOULDER & ELBOW HRA

GOAL: EARLY INTERVENTION FOR LIFESTYLE-RELATED RISK FACTORS

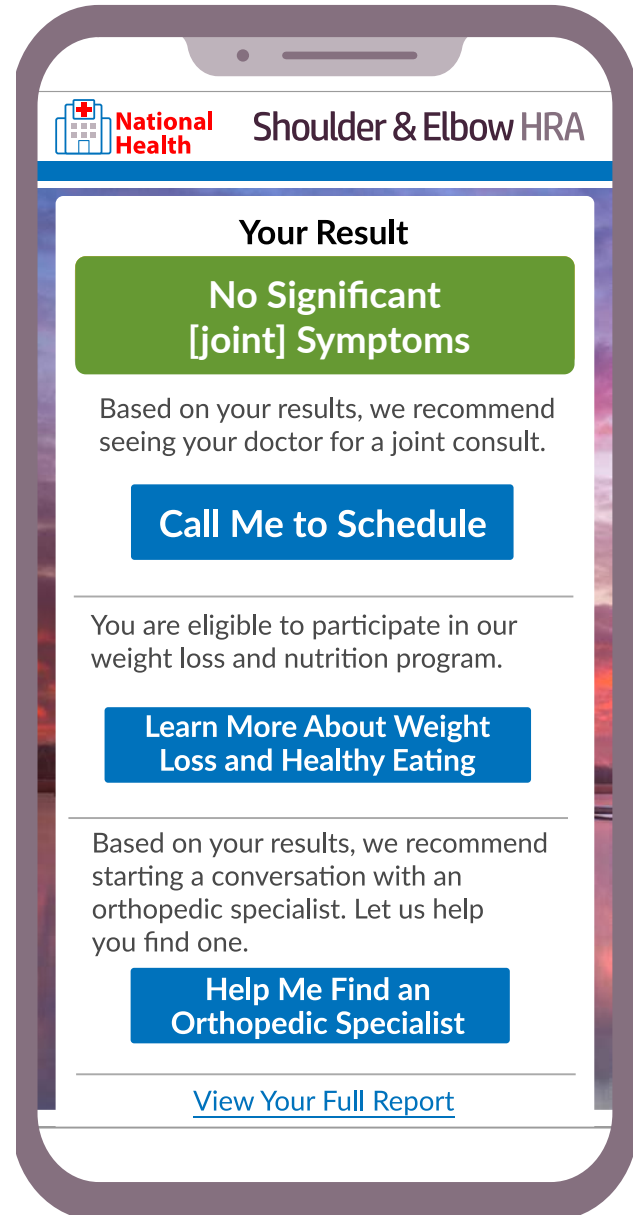
NO SYMPTOMS

People in this category have an Oxford shoulder/elbow score between 40 and 48 OR an Oxford shoulder instability score between 40 and 48, indicating either no symptoms at all OR symptoms consistent with satisfactory joint function. This score does not indicate any arthritis or joint pain.

The Oxford shoulder/elbow score and the Oxford shoulder instability score can range from 0 (severe symptoms/complete impairment) to 48 (no symptoms or impairment). The lower the score, the greater the degree of impairment.

These users may have lifestyle-related risk factors that contribute to future joint pain or orthopedic conditions. This includes overweight or obesity and low physical activity.

For users in this group, encouraging healthy lifestyle habits to reduce joint strain while managing pain is key. Because surgery isn't indicated for this group, early intervention from a primary care physician and wellness initiatives may best serve these users.



CUSTOMIZED CALL-TO-ACTION MESSAGES

Focus Call to Action (CTA) messaging in the follow-up section of portal on:

- Appointment scheduling with primary care.
- Health fairs and other events sponsored by your organization.
- Social media engagement or newsletter sign-ups.



FOLLOW UP

Follow up with the user as soon as possible to:

- Review the results report with them and explain their results.
- Encourage them to visit their primary care physician to discuss their results and learn about lifestyle changes that may protect their joints.



NURTURING

Customize your nurturing content to explain:

- The importance of staying in touch with a primary care doctor.
- Lifestyle changes that can reduce the risk of developing joint pain and arthritis.
- Signs, symptoms, and risk factors for different orthopedic conditions.



SCREENING FOR HEALTHY BEHAVIORS

- Users in this group should visit primary care to discuss factors that influence their risk of joint pain and address their concerns.
- These users typically do not require any formal treatment but may benefit from early intervention and community wellness programs.



EXAMPLE PERSONA

Lee is a 28-year-old male who enjoys cycling and lifting weights. He experiences occasional discomfort, especially after intense physical activities or lifting heavier weights, but it doesn't interfere much with his daily life. He can still perform most activities without significant pain, although he notices some stiffness or soreness after workouts.

Lee has been ignoring the symptoms, assuming it's just part of his active lifestyle, but he recently completed the Shoulder & Elbow HRA to better understand his elbow discomfort. Lee learned that while his symptoms are mild, he should still take steps to manage the strain on his elbow to prevent further injury.