

Marketo Integration Data Guide



The Marketo Integration is supported for all Unlock, Medicom, and HealthAware HRAs. See additional tabs for any special variations that are HRA family specific (e.g. Unlock HRAs vs. Medicom Health HRAs, etc.). All data is written to the Lead object with a new Lead object created for each HRA completion.

Lead Standard Fields

Lead Standard Fields are fields that are part of the standard Lead Object in Marketo. These fields will always populate if they are available and require no additional configuration. These fields are provided for all HRAs.

Marketo Lead Standard Field Name	Marketo Field Type	HRA Families	Unlock/HealthAware Field Name	Medicom Field Name	Expected Values	Description
FirstName	Name	All	firstName	firstName	1-50 character first name	The first name of the consumer. For HRAs that support caregivers answering on behalf of a person, it is NOT the name of the caregiver.
LastName	Name	All	lastName	lastName	1-50 character last name	The last name of the consumer. For HRAs that support caregivers answering on behalf of a person, it is NOT the name of the caregiver.
address	Text	All	address	address1	address	The street address of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
City	Text	All	city	city	city name	The city of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
State	Text	All	state	state	2 letter state initial in uppercase, ISO format ex: 'MN'	The 2 character state abbreviation of the US state for the consumer. Based on client customization, this field may be optional or hidden. The integration checks for StateCode first to determine if State and Country picklists have been enabled and if so, writes to the StateCode field, otherwise it adds the 2 letter state code into the state field directly.
PostalCode	Text	All	zipCode	zipCode	5 digit string	The 5 digit zip code of the consumer. Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
Phone	Phone	All	phone	phone1	10 digit string	The 10 digit phone number of the consumer (US based number assumed). Based on client customization, this field may be optional or hidden. If it is hidden, it will be empty.
Email	Text	All	email	email	email address	The email address of the consumer.

content	All	content	Text	String from URL		This is the data that was passed to the HRA in the utm_content parameter.
term	All	term	Text	String from URL		This is the data that was passed to the HRA in the utm_term parameter.
marketing_opt_in	All	hospitaloptIn	Checkbox	Unchecked = false Checked = true		Indicates if the consumer has opted-in to receive email marketing communications. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section. Note: If a participant unsubscribes from a follow-up email, this value will also display as 'false.'
phone_opt_in	All	phoneCallOptIn	Checkbox	Unchecked = false Checked = true		Indicates if the consumer has opted-in to receive a phone call about their results. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
report_opt_in	All	reportoptin	Checkbox	Unchecked = false Checked = true		Indicates if the consumer has opted-in to receive their result report emailed to them.
date_of_birth	All	dateOfBirth	Date	Date of birth as a date		The date of birth of the consumer. If invalid date field will be skipped
age	All	age	Number (2,0)	Age value as an integer		The age of the consumer when the HRA was completed.
sex	All	sex gender	Text	'FEMALE' 'MALE'		The consumer's sex at birth. This should not be confused with gender. The Gender field names are still supported for continuity, but the data captured within the HRA is "Sex at Birth" and should not be used for any gender identity purposes.
tobaccoUse	Unlock HealthAware	tobaccouse	Text	'NEVER' 'FORMER_MORE' 'FORMER_LESS' 'CURRENT' " "	Never Smoked Quit smoking (more than 1 year) Quit smoking (less than 1 year) Smoked within 30 days (not answered)	The tobacco use status of the consumer from Unlock and Healthaware HRAs.
smokingStatus	Medicom	tobaccouse	Text	'NEVER' 'FORMER_MORE' 'FORMER_LESS' 'CURRENT' " "	Never Smoked Quit smoking (more than 1 year) Quit smoking (less than 1 year) Smoked within 30 days (not answered)	The smoking status of the consumer from Medicom HRAs.
hra_url	All	formurl	Text	The URL that the user accessed the HRA from (including parameters)		
ethnicity_ethnicity	Medicom	Ethnicity	Text	'WHITE' 'AFRICAN' 'HISPANIC' 'ASIAN_PACIFIC_ISLANDER' 'AMERICAN_INDIAN' 'OTHER' "	White African American Hispanic/Latino Asian or Pacific Islander American Indian/Alaska Native Other Unknown/no answer	The ethnicity of the consumer from Medicom HRAs.
ethnicity_simple	HealthAware, Unlock	Ethnicity	Text	'WHITE' 'AFRICAN_AMERICAN' 'HISPANIC' 'ASIAN' 'NATIVE_AMERICAN' 'PACIFIC_ISLANDER' 'OTHER' 'NO_ANSWER'	White Black or African American Hispanic or Latino Asian American Indian or Alaska Native Native Hawaiian or Other Pacific Islander Other Unknown/no answer	The ethnicity of the consumer from Unlock and Healthaware HRAs that are configured to use simple ethnicity.
race_detailed	HealthAware, Unlock	racetailed	Text	'WHITE' 'AFRICAN_AMERICAN' 'ASIAN' 'NATIVE_AMERICAN' 'PACIFIC_ISLANDER' 'OTHER' 'NO_ANSWER'	White Black or African American Asian American Indian or Alaska Native Native Hawaiian or Other Pacific Islander Other Unknown/no answer	The race of the consumer from Unlock and Healthaware HRAs that are configured to use detailed ethnicity. This format aligns with US Census format.
ethnicOrigin_detailed	HealthAware, Unlock	ethnicOrigindetailed	Text	'NON_HISPANIC' 'HISPANIC' 'NO_ANSWER'	Not Hispanic or Latino Hispanic or Latino Unknown/no answer	The ethnic origin of the consumer from Unlock and Healthaware HRAs that are configured to use detailed ethnicity. This format aligns with US Census format.
first_name_caregiver	HealthAware, Unlock	firstnamecaregiver	Text	1-50 character first name		The first name of the caregiver who completed this HRA on behalf of the consumer.
last_name_care_giver	HealthAware, Unlock	lastnamecaregiver	Text	1-50 character last name		The last name of the caregiver who completed this HRA on behalf of the consumer.
myself_someone_else	HealthAware Unlock	myselfsomeoneelse	Text	" 'myself' 'someone_else'	(Not answered) Myself Someone else	Picklist to select if you are doing HRA yourself or someone else e.g. Caregiver
cta1_completed	HealthAware	cta1completed	Checkbox	Unchecked = false		Indicates if a non-Call Engagement CTA has been

	Unlock			Checked = true		clicked, or if a Call engagement CTA has been submitted.
cta2_completed	HealthAware Unlock	cta2completed	Checkbox	Unchecked = false Checked = true		Indicates if a non-Call Engagement CTA has been clicked, or if a Call engagement CTA has been submitted.
cta3_completed	HealthAware Unlock	cta3completed	Checkbox	Unchecked = false Checked = true		Indicates if a non-Call Engagement CTA has been clicked, or if a Call engagement CTA has been submitted.
cta1_call_caregiver	HealthAware Unlock	cta1callcaregiver	Checkbox	Unchecked = false Checked = true	Please Contact {firstName_caregiver} {lastName_caregiver}	Phone Call (CTA1)
cta2_call_caregiver	HealthAware Unlock	cta2callcaregiver	Checkbox	Unchecked = false Checked = true	Please Contact {firstName_caregiver} {lastName_caregiver}	Phone Call (CTA2)
cta3_call_caregiver	HealthAware Unlock	cta3callcaregiver	Checkbox	Unchecked = false Checked = true	Please Contact {firstName_caregiver} {lastName_caregiver}	Phone Call (CTA3)
cta1_phone	HealthAware Unlock	cta1phone	Text	10 character string (limited to 10 0-9 characters)	### ### ####	Phone Number (CTA1)
cta2_phone	HealthAware Unlock	cta2phone	Text	10 character string (limited to 10 0-9 characters)	### ### ####	Phone Number (CTA2)
cta3_phone	HealthAware Unlock	cta3phone	Text	10 character string (limited to 10 0-9 characters)	### ### ####	Phone Number (CTA3)
cta1_phone_opt_in	HealthAware Unlock	cta1phoneoptin	Checkbox	Unchecked = false Checked = true	I authorize you to contact me about my results	Indicates if the consumer has opted-in to receive a phone call about their results. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
cta2_phone_opt_in	HealthAware Unlock	cta2phoneoptin	Checkbox	Unchecked = false Checked = true	I authorize you to contact me about my results	Indicates if the consumer has opted-in to receive a phone call about their results. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
cta3_phone_opt_in	HealthAware Unlock	cta3phoneoptin	Checkbox	Unchecked = false Checked = true	I authorize you to contact me about my results	Indicates if the consumer has opted-in to receive a phone call about their results. If this option is not included in the HRA, the value is set based on parameters in the HRA Legal and Compliance section.
cta1_data_name	HealthAware Unlock	cta1dataname	Text	40 character string		The Data Name of the CTA that was presented to the user as the first CTA.
cta2_data_name	HealthAware Unlock	cta2dataname	Text	40 character string		The Data Name of the CTA that was presented to the user as the second CTA.
cta3_data_name	HealthAware Unlock	cta3dataname	Text	40 character string		The Data Name of the CTA that was presented to the user as the third CTA.
custom_<custom question data name> (ex: custom_data_name)	HealthAware Unlock	custom<custom question data name>	Text	Depends on the custom question	The custom question text as configured in the customization	The custom question answer. You will need to add a field for each custom question you want to receive data for.

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Lead Custom Fields - Unlock HRA Specific

Lead Custom Fields are fields that can be added to the Lead Object in Marketo. These fields will be filled if they are available, but require additional set up by the client. Information is organized by HRA field name because we will look for multiple custom field names in order to store the data. Field names for parallel data types are aligned in order to easily migrate between HRA families.

HRA Data Name	Marketo Lead Custom Field Name(s)	Marketo Field Type	Expected Data Values	Data Label	Description
Depends on HRA	PrimaryResult	Text	See below for expected values for each HRA type		The primary result of the HRA
primaryResult (from Acid Reflux HRA)	AcidRefluxPrimaryResult	Text	'SERIOUS_SYMPTOMS_REPORTED' 'DIAGNOSED_SYMPTOMATIC' 'UNDIAGNOSED_INCREASEDRISK' 'UNDIAGNOSED_SYMPTOMATIC' 'DIAGNOSED_ASYMPTOMATIC' 'UNDIAGNOSED_ASYMPTOMATIC'	Seek Medical Attention See a Doctor About Symptom Control See a Doctor for Evaluation Ask a Doctor About Your Symptoms Symptoms Well-Controlled GERD Not Likely	The primary result from the Acid Reflux HRA. It is backwards compatible with both Medicom and HealthAware HRAs.
primaryResult (from Anxiety HRA)	AnxietyPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Anxiety assessment recommended Tell a doctor about your symptoms Keep a symptom journal	The primary result from the Anxiety HRA. It is backwards compatible with both Medicom and HealthAware HRAs.
backNeckPrimaryResult (from Back & Neck HRA)	BackNeckPrimaryResult	Text	'NO_IMPAIRMENT' 'MILD_IMPAIRMENT' 'MODERATE_IMPAIRMENT' 'SEVERE_IMPAIRMENT' 'OTHER_SYMPTOMS_REPORTED' 'INCONTINENCE_SYMPTOMS' 'MENINGITIS_OR_HEART_SYMPTOMS'	No Spine Impairment Mild Spine Impairment Moderate Spine Impairment Severe Spine Impairment See a Doctor Soon Seek Medical Attention Seek Immediate Medical Attention	The primary result from the Back & Neck HRA. It is backwards compatible with both Medicom and HealthAware HRAs.
primaryResult (from Bladder Control HRA)	BladderControlPrimaryResult	Text	'HAS_WORRISOME_URINARY_SYMPTOMS' 'GREATLY_BOTHERED_BY_STRESS_LEAKS' 'HAS_URGE_OR_STRESS_LEAKS_OR_FREQUENT_URINATION' 'HAS_LEAKS_NOT_RELATED_TO_URGE_OR_STRESS' 'NO_LEAKS_OR_FREQUENT_URINATION'	Prompt Medical Evaluation Recommended Treatable Control Problems Identified Treatable Bladder Problems Identified A Medical Evaluation Is Needed No Bladder Control Problems Reported	The primary result from the Bladder Control HRA. It is backwards compatible with both Medicom and HealthAware HRAs.
primaryResult (from Breast Cancer HRA)	BreastCancerPrimaryResult	Text	'GENETIC_SCREENING_RECOMMENDED' 'GENETIC_RESCREENING_RECOMMENDED' 'SCREENING_RECOMMENDED' 'FOLLOW_RECOMMENDED_SCREENING' 'DISCUSS_FUTURE_SCREENING' 'CONTINUE_ANNUAL_SCREENING' 'CONTINUE_RECOMMENDED_SCREENING'	Screening for Genetic Risk Factors Recommended Re-screening for Genetic Risk Factors Recommended Schedule Screening Now Follow Your Doctor's Recommended Screening Schedule Ask Your Doctor When You Should Begin Screening Continue Annual Screening Continue Recommended Screening Schedule	The primary result from the Breast Cancer HRA. It is backwards compatible with BreastCancerAware from HealthAware and the Breast Cancer Screening HRA from Medicom Health, but NOT the deprecated Breast Cancer Risk HRA from Medicom Health.
primaryResult (from Colon Cancer HRA)	ColonCancerPrimaryResult	Text	'MONITORING_REC_EXISTING_CRC' 'DISCUSS_SYMPTOMS' 'DISCUSS_SCREENING_SCHEDULE' 'SCHEDULE_ROUTINE_SCREENING_NOW' 'CONTINUE_ROUTINE_SCREENING' 'ABOVE_REC_SCREENING_AGE' 'BELOW_REC_SCREENING_AGE'	Personal Cancer History - Monitoring Recommended Discuss Symptoms with a Doctor Discuss Screening Schedule with a Doctor Schedule Routine Screening Now Continue Routine Screening Above Recommended Age for Screening Below Recommended Age for Screening	The primary result from the Colon Cancer HRA. It is backwards compatible with ColonCancerAware from HealthAware but NOT the Colon Cancer HRA from Medicom Health due to scientific improvements.
primaryResult (from COPD HRA)	COPDPPrimaryResult	Text	'MANAGE_EXISTING_COPD' 'DISCUSS_EXISTING_COPD' 'SCREENING_RECOMMENDED' 'SCREENING_MAY_BE_RECOMMENDED' 'DISCUSS_SYMPTOMS'	Manage Your COPD With Your Doctor Talk to a Doctor About Your COPD Screening Recommended Screening May Be Recommended Tell a Doctor About Any Symptoms	The primary result from the COPD HRA. It is backwards compatible with the COPDAware HRA from HealthAware. Medicom Health does not have a compatible HRA.
primaryResult (from Depression HRA)	DepressionPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Depression Assessment Recommended Tell a Doctor About Your Symptoms Keep a Symptom Journal	The primary result from the Depression HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
primaryResult (from Diabetes HRA)	DiabetesPrimaryResult	Text	'EXISTING_DIABETES' 'VERY_HIGH_RISK' 'HIGH_RISK' 'MODERATE_RISK' 'MORE_INFO_NEEDED' 'LOW_RISK'	Existing diabetes Very high risk High risk Moderate risk More info needed Low risk	The primary result from the Diabetes HRA. It is backwards compatible with DiabetesAware from HealthAware but NOT the Diabetes HRA from Medicom Health due to scientific improvements.
overallHeartRisk (from Heart HRA)	HeartPrimaryResult	Text	'EXISTING' 'HIGHNEARTERM' 'HIGHLONGTERM' 'MODERATE' 'INCREASED' 'LOW'	High Risk - Existing Condition High Near-term Risk High Long-term Risk Moderate Risk Increased Risk Low Risk	The primary result from the Heart HRA. It is directly backwards compatible with HeartAware directly. A backwards-compatible option is also available for the Medicom Health Heart Health HRA data point for continuity. We strongly recommend upgrading to the new data type to benefit from additional stratification of the Risk Levels.

medicomLegacyResult (from Heart HRA)	LegacyHeartPrimaryResult	Text	'UNKNOWN' 'UNKNOWN' 'LOW' 'MODERATE' 'HIGH' 'VERY_HIGH'	Unknown Risk Unknown Risk Low Risk Moderate Risk High Risk High Risk	high risk group. Converted data delivered for continuity purposes. Note that the data set includes 'VERY_HIGH' but is only displayed to the user as High Risk for user experience reasons. This is likely to be deprecated in the future, so clients should be migrating to the data type above.
jointAssessment (from Knee & Hip HRA)	KneeHipPrimaryResult	Text	'NO_PROBLEMS' 'MILD_PROBLEMS' 'MODERATE_PROBLEMS' 'SEVERE_PROBLEMS'	No Significant (joint) Problems Mild to Moderate (joint) Symptoms Moderate to Severe (joint) Symptoms Severe (joint) Symptoms	The primary result from the Knee & Hip HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
primaryResult (from Lung Cancer HRA)	LungCancerPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SMOKER' 'DISCUSS' 'NOT_RECOMMENDED_QUIT' 'NOT_RECOMMENDED_YOUNG' 'NOT_RECOMMENDED_OLD' 'NOT_RECOMMENDED_NEVER'	Screening May Be Recommended Screening Not Currently Recommended Discuss Screening with a Doctor Former Smoker -- Screening Not Recommended Discuss Screening at Age 50 Screening Not Recommended Due to Age Never Smoked -- Screening Not Recommended	The primary result from the Lung Cancer HRA. It is backwards compatible with LungCancerAware from HealthAware but NOT the Lung Cancer HRA from Medicom Health due to scientific improvements.
primaryResult (from Medical Weight Loss HRA)	MedicalWeightLossPrimaryResult	Text	'LIKELY_ELIGIBLE' 'POSSIBLY_ELIGIBLE' 'NOT_ELIGIBLE'	Likely Eligible Possibly Eligible Not Eligible	The primary result from the Medical Weight Loss HRA.
screeningRecommendation (from Peripheral Artery Disease HRA)	PADPrimaryResult	Text	'RECOMMENDED_SYMPTOMATIC' 'RECOMMENDED' 'INFO_NEEDED' 'NOT_RECOMMENDED'	Seek Medical Attention Soon Screening Recommended More Information Needed No Screening Recommended	The primary result from the Peripheral Artery Disease HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
primaryResult (from Prostate Cancer HRA)	ProstateCancerPrimaryResult	Text	'EXISTING_PCA' 'HAS_EXISTING_SCREENING_PLAN' 'DISCUSS_SCREENING' 'DISCUSS_SCREENING_AT_AGE_FORTY' 'DISCUSS_SCREENING_AT_AGE_FORTYFIVE' 'DISCUSS_SCREENING_AT_AGE_FIFTY'	Follow Your Doctor's Recommendation Follow Your Existing Plan Discuss Screening Options Discuss Screening Options at Age 40 Discuss Screening Options at Age 45 Discuss Screening Options at Age 50	The primary result from the Prostate Cancer HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
primaryResult (from Shoulder & Elbow HRA)	ShoulderElbowPrimaryResult	Text	'NO_SYMPTOMS' 'MILD_SYMPTOMS' 'MODERATE_SYMPTOMS' 'SEVERE_SYMPTOMS'	No Significant (joint) Symptoms Mild to Moderate (joint) Symptoms Moderate to Severe (joint) Symptoms Severe (joint) Symptoms	The primary result from the Shoulder & Elbow HRA.
primaryResult (from Sleep HRA)	SleepPrimaryResult	Text	'HIGH_RISK' 'LOW_RISK' 'UNKNOWN_RISK'	High Sleep Apnea Risk Low Sleep Apnea Risk Unknown Risk for Sleep Apnea	The primary result from the Sleep HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
primaryResult (from Stroke HRA)	StrokePrimaryResult	Text	'HIGH2' 'HIGH1' 'MODERATE' 'LOW'	High Risk - Existing Condition High Risk Moderate Risk Low Risk	The primary result from the Stroke HRA. It is backwards compatible with HealthAware. For Medicom Health HRA, the data types are also the same, but the label used within the HRA for 'HIGH2' was previously Very High Risk. This was changed HealthAware and Unlock HRAs to clarify that it is tied to an existing condition.
primaryResult (from Substance Use HRA)	SubstanceUsePrimaryResult	Text	'SEEK_IMMEDIATE_HELP' 'EVALUATION_RECOMMENDED' 'LEARN_ABOUT_TREATMENT' 'NOTIFY_PCP_OF_FUTURE_CHANGES'	Get Confidential Help Today See a Health Care Professional Learn More About Treatment Options Tell a Health Care Provider If Things Change	The primary result from the Substance Use HRA.
primaryResult (from Weight HRA)	WeightLossPrimaryResult	Text	'POSSIBLE_SURGERY_CANDIDATE' 'SCREENING_NEEDED' 'WEIGHT_LOSS_RECOMMENDED' 'RECOMMEND_QOL_FOLLOWUP' 'WEIGHT_LOSS_MAY_BE_RECOMMENDED' 'WEIGHT_LOSS_NOT_RECOMMENDED'	Possible Surgery Candidate Screening Needed to Determine Eligibility Weight Loss Recommended Recommend "Quality of Life" Follow-up Weight Loss May Be Recommended Weight Loss Not Recommended	The primary result from the Weight HRA. It is directly backwards compatible with HeartAware directly. A backwards-compatible option is also available for the Medicom Health Weight-Loss Surgery HRA data point for continuity. We strongly recommend upgrading to the new data type to benefit from additional stratification of the 'NO' group.
medicomLegacyResult (from Weight HRA)	LegacyWeightLossPrimaryResult	Text	'MORE_INFO' 'NO' 'YES'	More information needed to determine a recommendation You don't appear to be a candidate for surgery. You may be a candidate for weight-loss surgery.	Weight Loss Surgery Medicom legacy result

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Lead Custom Fields - Medicom Health Specific

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HRA Data Name	Marketo Lead Custom Field Name(s)	Marketo Field Type	Expected Data Values	Data Label	Description/HRA Type
symptomAssessment	AcidRefluxPrimaryResult	Text	'DIAGNOSED_SYMPTOMATIC' 'DIAGNOSED_ASYMPTOMATIC' 'UNDIAGNOSED_INCREASEDRISK' 'UNDIAGNOSED_SYMPTOMATIC' 'UNDIAGNOSED_ASYMPTOMATIC'	See a Doctor About Symptom Control Symptoms Well-Controlled See a Doctor for Evaluation Ask a Doctor About Your Symptoms Acid Reflux Disease Not Likely	Acid Reflux
primaryResult	AnxietyPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Anxiety assessment recommended Tell a doctor about your symptoms Keep a symptom journal	Anxiety
backNeckPrimaryResult	SpinePrimaryResult	Text	'NO_IMPAIRMENT' 'MILD_IMPAIRMENT' 'MODERATE_IMPAIRMENT' 'SEVERE_IMPAIRMENT' 'OTHER_SYMPTOMS_REPORTED' 'INCONTINENCE_SYMPTOMS' 'MENINGITIS_OR_HEART_SYMPTOMS'	No Spine Impairment Mild Spine Impairment Moderate Spine Impairment Severe Spine Impairment See a Doctor Soon Seek Medical Attention Seek Immediate Medical Attention	Back & Neck
bladderControlAssessment	BladderPrimaryResult	Text	'HAS_WORRISOME_URINARY_SYMPTOMS' 'GREATLY_BOTHERED_BY_STRESS_LEAKS' 'HAS_URGE_OR_STRESS_LEAKS_OR_FREQUENT_URINATION' 'HAS_LEAKS_NOT_RELATED_TO_URGE_OR_STRESS' 'NO_LEAKS_OR_FREQUENT_URINATION'	Prompt Medical Evaluation Recommended Treatable Control Problems Identified Treatable Bladder Problems Identified A Medical Evaluation Is Needed No Bladder Control Problems Reported	Bladder Control
breastCancer5YearRiskCategory	BreastPrimaryResult	Text	'HIGH' 'INCREASED' 'LOW' 'UNKNOWN_AGE' 'UNKNOWN_HISTORY'	High 5-Year Risk = xx.xx% (>=3%) Increased 5-Year Risk = x.xx% (>=1.66% AND < 3%) Low 5-Year Risk = x.xx% (<1.66%) Unknown 5-Year Risk - Cannot Be Calculated (due to age) Unknown 5-Year Risk - Incomplete Family History	Breast Cancer Risk
primaryResult	BcscreeingPrimaryResult	Text	'GENETIC_SCREENING_RECOMMENDED' 'GENETIC_RESCREENING_RECOMMENDED' 'SCREENING_RECOMMENDED' 'FOLLOW_RECOMMENDED_SCREENING' 'DISCUSS_FUTURE_SCREENING' 'CONTINUE_ANNUAL_SCREENING' 'CONTINUE_RECOMMENDED_SCREENING'	Screening for Genetic Risk Factors Recommended Re-screening for Genetic Risk Factors Recommended Schedule Screening Now Follow Your Doctor's Recommended Screening Schedule Ask Your Doctor When You Should Begin Screening Continue Annual Screening Continue Recommended Screening Schedule	Breast Cancer Screening
screening	ColonPrimaryResult	Text	'FOLLOW_DOC_REC' 'REVIEW_W_DOC' 'RECOMMENDED' 'START_AT_40' 'START_AT_45' 'DISCUSS_SCHEDULE'	Follow Screening Schedule Set by Doctor Review Screening Schedule with a Doctor Screening Recommended Start Screening at Age 40 Start Screening at Age 45 Discuss Screening Schedule with a Doctor	Colorectal Cancer
primaryResult	DepressionPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Depression Assessment Recommended Tell a Doctor About Your Symptoms Keep a Symptom Journal	Depression
diabetesRisk	DiabetesPrimaryResult	Text	'NA' 'LOW' 'MODERATE' 'HIGH' 'VERY_HIGH'	Not Applicable Low Risk Moderate Risk High Risk Very High Risk	Diabetes
weightProfile	HealthyWeightPrimaryResult	Text	'UNEXPLAINED_WEIGHT_LOSS' 'OBESE_LOSE_WEIGHT' 'OVERWEIGHT_LOSE_WEIGHT' 'OVERWEIGHT_MAINTAIN_WEIGHT' 'NORMAL_MAINTAIN_WEIGHT' 'UNDERWEIGHT_GAIN_WEIGHT'	See a Doctor About Your Unexplained Weight Loss Current: Obesity; Healthy: Below ### lbs. Current: Overweight; Healthy: Below ### lbs. Currently in the Overweight Range Currently in the Healthy Weight Range Currently in the Underweight Range	Healthy Weight Range
riskCategory	HeartPrimaryResult	Text	'UNKNOWN' 'LOW' 'MODERATE' 'HIGH' 'VERY_HIGH'	Unknown Risk Low Risk Moderate Risk High Risk High Risk (<- This is correct)	Heart Health
jointAssessment	KneeHipPrimaryResult	Text	'NO_PROBLEMS' 'MILD_PROBLEMS' 'MODERATE_PROBLEMS' 'SEVERE_PROBLEMS'	No Significant (joint) Problems Mild to Moderate (joint) Symptoms Moderate to Severe (joint) Symptoms Severe (joint) Symptoms	Knee & Hip
screening	LungPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SMOKER' 'DISCUSS' 'NOT_RECOMMENDED_QUIT' 'NOT_RECOMMENDED_YOUNG' 'NOT_RECOMMENDED_OLD'	Screening May Be Recommended Not Currently Recommended Discuss Screening Options with a Doctor Former Smoker - Not Recommended Discuss Screening Options at Age 55 Not Recommended Due to Age	Lung Cancer

screeningRecommendation	PADPrimaryResult	Text	'NOT_RECOMMENDED_NEVER' 'RECOMMENDED_SYMPTOMATIC' 'RECOMMENDED' 'INFO_NEEDED' 'NOT_RECOMMENDED'	Never Smoked – Not Recommended Seek Medical Attention Soon Screening Recommended More Information Needed No Screening Recommended	PAD
primaryResult	ProstatePrimaryResult	Text	'EXISTING_PCA' 'HAS_EXISTING_SCREENING_PLAN' 'DISCUSS_SCREENING' 'DISCUSS_SCREENING_AT_AGE_FORTY' 'DISCUSS_SCREENING_AT_AGE_FORTYFIVE' 'DISCUSS_SCREENING_AT_AGE_FIFTY'	Follow Your Doctor's Recommendation Follow Your Existing Plan Discuss Screening Options Discuss Screening Options at Age 40 Discuss Screening Options at Age 45 Discuss Screening Options at Age 50	Prostate Cancer
primaryResult	SleepApneaPrimaryResult	Text	'HIGH_RISK' 'LOW_RISK' 'UNKNOWN_RISK'	High Sleep Apnea Risk Low Sleep Apnea Risk Unknown Risk for Sleep Apnea	Sleep Apnea
strokeRiskCategory	StrokePrimaryResult	Text	'HIGH2' 'HIGH1' 'MODERATE' 'LOW'	Very High Risk High Risk Moderate Risk Low Risk	Stroke
weightLossSurgeryRecommendation	WeightSurgeryPrimaryResult	Text	'MORE_INFO' 'NO' 'YES'	More information needed to determine a recommendation. You don't appear to be a candidate for surgery. You may be a candidate for weight-loss surgery.	Weight Loss Surgery
breastcancer5yearRiskCategory	breastcancer5year	Text	" low 'high'	N/A (Not calculated, user left before end) Low Risk High Risk	Legacy Medicom v2 - Spanish Only (Deprecating in 2025)
breastCancerLifetimeRiskCategory	breastcancerlifetimeRisk	Text	" low 'high'	N/A (Not calculated, user left before end) Low Risk High Risk	Legacy Medicom v2 - Spanish Only (Deprecating in 2025)
riskCategory	riskcategory	Text	' low 'high'	N/A (Not calculated, user left before end) Low Risk High Risk	Legacy Medicom v2 - Spanish Only (Deprecating in 2025)
riskCategory30Year	riskcategory30years	Text	" low 'high'	N/A (Not calculated, user left before end) Low Risk High Risk	Legacy Medicom v2 - Spanish Only (Deprecating in 2025)
joint	joint	Text			Needed for Knee/Hip, shoulder/elbow to know which joint was assessed
heardAbout	heardAbout	Text	Deprecated	Deprecated	Deprecated
special_offer	special_offer	Checkbox	Deprecated	Deprecated	Deprecated
middle_initial	middle_initial	Text	Deprecated	Deprecated	Deprecated
middleName	middleName	Text	Deprecated	Deprecated	Deprecated
address_2	address_2	Text	Deprecated	Deprecated	Deprecated
ihp	ihp	Text	Deprecated	Deprecated	Deprecated
asthmariskcategory	asthmariskcategory	Text	Deprecated	Deprecated	Deprecated
backneckimpairment	backneckimpairment	Text	Deprecated	Deprecated	Deprecated
jointassessment	jointassessment	Text	Deprecated	Deprecated	Deprecated
jointbmicategory	jointbmicategory	Text	Deprecated	Deprecated	Deprecated
strokeriskcategory	strokeriskcategory	Text	Deprecated	Deprecated	Deprecated
padriskcategory	padriskcategory	Text	Deprecated	Deprecated	Deprecated
prostateRiskcategory	prostateRiskcategory	Text	Deprecated	Deprecated	Deprecated
bmicategory	bmicategory	Text	Deprecated	Deprecated	Deprecated
weightlossrec	weightlossrec	Text	Deprecated	Deprecated	Deprecated
weightlosssurgeryrec	weightlosssurgeryrec	Text	Deprecated	Deprecated	Deprecated
qolimpact	qolimpact	Text	Deprecated	Deprecated	Deprecated
lifetimeRiskcategory	lifetimeRiskcategory	Text	Deprecated	Deprecated	Deprecated
screening	screening	Text	Deprecated	Deprecated	Deprecated
incontinencesymptoms	incontinencesymptoms	Text	Deprecated	Deprecated	Deprecated
weightqolimpact	weightqolimpact	Text	Deprecated	Deprecated	Deprecated
sleepapneariskscategory	sleepapneariskscategory	Text	Deprecated	Deprecated	Deprecated
bladdercontrolassessment	bladdercontrolassessment	Text	Deprecated	Deprecated	Deprecated
symptomassessment	symptomassessment	Text	Deprecated	Deprecated	Deprecated

Marketo Integration Data Guide



The Marketo Integration is supported for all Unblock, Medicom, and HealthAware HRAs. See additional tabs for any special variations that are HRA family specific (e.g. Unblock HRAs vs. Medicom Health HRAs, etc.). All data is written to the Lead object with a new Lead object created for each HRA completion.

Lead Custom Fields - HealthAware Specific

Lead Custom Fields are fields that can be added to the Lead Object in Marketo. These fields will be filled if they are available, but require additional set up by the client. Information is organized by HRA field name because we will look for multiple custom field names in order to store the data. Field names for parallel data types are aligned in order to easily migrate between HRA families.

HRA Data Name	Marketo Lead Custom Field Name(s)	Marketo Field Type	Expected Data Values	Data Label	Description/HRA Type
Depends on HRA	PrimaryResult	Text	See below for expected values for each HRA type		The primary result of the HRA
primaryResult	AcidRefluxPrimaryResult	Text	'SERIOUS_SYMPTOMS_REPORTED' 'DIAGNOSED_SYMPTOMATIC' 'UNDIAGNOSED_INCREASEDRISK' 'UNDIAGNOSED_SYMPTOMATIC' 'DIAGNOSED_ASYMPTOMATIC' 'UNDIAGNOSED_ASYMPTOMATIC'	Seek Medical Attention See a Doctor About Symptom Control See a Doctor for Evaluation Ask a Doctor About Your Symptoms Symptoms Well-Controlled GERD Not Likely	GERDAware
primaryResult	AnxietyPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Anxiety assessment recommended Tell a doctor about your symptoms	AnxietyAware
spinePrimaryResult	BackNeckPrimaryResult	Text	'NO_IMPAIRMENT' 'MILD_IMPAIRMENT' 'MODERATE_IMPAIRMENT' 'SEVERE_IMPAIRMENT' 'OTHER_SYMPTOMS_REPORTED' 'INCONTINENCE_SYMPTOMS' 'MENINGITIS_OR_HEART_SYMPTOMS'	No Spine Impairment Mild Spine Impairment Moderate Spine Impairment Severe Spine Impairment See a Doctor Soon Seek Medical Attention Seek Immediate Medical Attention	SpineAware
primaryResult	BladderControlPrimaryResult	Text	'HAS_WORRISOME_URINARY_SYMPTOMS' 'GREATLY_BOTHERED_BY_STRESS_LEAKS' 'HAS_URGE_OR_STRESS_LEAKS_OR_FREQUENT_URINATION' 'HAS_LEAKS_NOT_RELATED_TO_URGE_OR_STRESS' 'NO_LEAKS_OR_FREQUENT_URINATION'	Prompt Medical Evaluation Recommended Treatable Control Problems Identified Treatable Bladder Problems Identified A Medical Evaluation Is Needed No Bladder Control Problems Reported	BladderAware
primaryResult	BreastCancerPrimaryResult	Text	'GENETIC_SCREENING_RECOMMENDED' 'GENETIC_RESCREENING_RECOMMENDED' 'SCREENING_RECOMMENDED' 'FOLLOW_RECOMMENDED_SCREENING' 'DISCUSS_FUTURE_SCREENING' 'CONTINUE_ANNUAL_SCREENING' 'CONTINUE_RECOMMENDED_SCREENING'	Screening for Genetic Risk Factors Recommended Re-screening for Genetic Risk Factors Recommended Schedule Screening Now Follow Your Doctor's Recommended Screening Schedule Ask Your Doctor When You Should Begin Screening Continue Annual Screening Continue Recommended Screening Schedule	BreastCancerAware
primaryResult	ColonCancerPrimaryResult	Text	'MONITORING_REC_EXISTING_CRC' 'DISCUSS_SYMPTOMS' 'DISCUSS_SCREENING_SCHEDULE' 'SCHEDULE_ROUTING_SCREENING_NOW' 'CONTINUE_ROUTINE_SCREENING' 'ABOVE_REC_SCREENING_AGE' 'BELOW_REC_SCREENING_AGE'	Personal Cancer History - Monitoring Recommended Discuss Symptoms with a Doctor Discuss Screening Schedule with a Doctor Schedule Routine Screening Now Continue Routine Screening Above Recommended Age for Screening Below Recommended Age for Screening	ColonCancerAware
primaryResult	COPDPPrimaryResult	Text	'MANAGE_EXISTING_COPD' 'DISCUSS_EXISTING_COPD' 'SCREENING_RECOMMENDED' 'SCREENING_MAY_BE_RECOMMENDED' 'DISCUSS_SYMPTOMS'	Manage Your COPD With Your Doctor Talk to a Doctor About Your COPD Screening Recommended Screening May Be Recommended Tell a Doctor About Any Symptoms	COPDAware
primaryResult	DepressionPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SYMPTOMATIC' 'NOT_RECOMMENDED_ASYMPTOMATIC'	Depression Assessment Recommended Tell a Doctor About Your Symptoms Keep a Symptom Journal	DepressionAware
primaryResult	DiabetesPrimaryResult	Text	'EXISTING_DIABETES' 'VERY_HIGH_RISK' 'HIGH_RISK' 'MODERATE_RISK' 'MORE_INFO_NEEDED' 'LOW_RISK'	Existing diabetes Very high risk High risk Moderate risk More info needed Low risk	DiabetesAware
overallHeartRisk	HeartPrimaryResult	Text	'EXISTING' 'HIGHNEARTERM' 'HIGHLONGTERM' 'MODERATE' 'INCREASED' 'LOW' 'UNKNOWN'	High Risk - Existing Condition High Near-term Risk High Long-term Risk Moderate Risk Increased Risk Low Risk Unknown Risk	HeartAware

jointAssessment	KneeHipPrimaryResult	Text	'NO_PROBLEMS' 'MILD_PROBLEMS' 'MODERATE_PROBLEMS' 'SEVERE_PROBLEMS'	No Significant {joint} Problems Mild to Moderate {joint} Symptoms Moderate to Severe {joint} Symptoms Severe {joint} Symptoms	JointAware - Knee & Hip
primaryResult	LungCancerPrimaryResult	Text	'RECOMMENDED' 'NOT_RECOMMENDED_SMOKER' 'DISCUSS' 'NOT_RECOMMENDED_QUIT' 'NOT_RECOMMENDED_YOUNG' 'NOT_RECOMMENDED_OLD' 'NOT_RECOMMENDED_NEVER'	Screening May Be Recommended Screening Not Currently Recommended Discuss Screening with a Doctor Former Smoker – Screening Not Recommended Discuss Screening at Age 50 Screening Not Recommended Due to Age Never Smoked – Screening Not Recommended	LungCancerAware
screeningRecommendation	PADPrimaryResult	Text	'RECOMMENDED_SYMPTOMATIC' 'RECOMMENDED' 'INFO_NEEDED' 'NOT_RECOMMENDED'	Seek Medical Attention Soon Screening Recommended More Information Needed No Screening Recommended	VascularAware
primaryResult	ProstateCancerPrimaryResult	Text	'EXISTING_PCA' 'HAS_EXISTING_SCREENING_PLAN' 'DISCUSS_SCREENING' 'DISCUSS_SCREENING_AT_AGE_FORTY' 'DISCUSS_SCREENING_AT_AGE_FORTYFIVE' 'DISCUSS_SCREENING_AT_AGE_FIFTY'	Follow Your Doctor's Recommendation Follow Your Existing Plan Discuss Screening Options Discuss Screening Options at Age 40 Discuss Screening Options at Age 45 Discuss Screening Options at Age 50	ProstateCancerAware
primaryResult	SleepApneaPrimaryResult	Text	'HIGH_RISK' 'LOW_RISK' 'UNKNOWN_RISK'	High Sleep Apnea Risk Low Sleep Apnea Risk Unknown Risk for Sleep Apnea	SleepAware
primaryResult	StrokePrimaryResult	Text	'HIGH2' 'HIGH1' 'MODERATE' 'LOW'	High Risk - Existing Condition High Risk Moderate Risk Low Risk	StrokeAware
primaryResult	WeightLossPrimaryResult	Text	'POSSIBLE_SURGERY_CANDIDATE' 'SCREENING_NEEDED' 'WEIGHT_LOSS_RECOMMENDED' 'RECOMMEND_QOL_FOLLOWUP' 'WEIGHT_LOSS_MAY_BE_RECOMMENDED' 'WEIGHT_LOSS_NOT_RECOMMENDED'	Possible Surgery Candidate Screening Needed to Determine Eligibility Weight Loss Recommended Recommend "Quality of Life" Follow-up Weight Loss May Be Recommended Weight Loss Not Recommended	WeightAware