

Personify Integration Data Guide



Lead Standard Fields

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

Personify Lead Standard Field Name	Personify 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_1	Text	All	address_1	address_1	Address 1 Name	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.
Address_2	Text	All	address_2	address_2	Address 2 Name	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.
st	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.
Zip	Text	All	zip_Code	zip_Code	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.
dob	Date	All	date_of_birth	date_of_birth		The date of birth of the consumer. Format YYYYMMDD
phone	Phone	All	phone_1	phone_1	10 digit string	The 10 digit phone number of the consumer (US based number assumed).
Mobile	Phone	All			10 digit string	The 10 digit phone number of the consumer (US based number assumed). Always Empty
Email	Email	All	email	email	email address	The email address of the consumer.
Hash_Code	Text	All	provider	provider	provider	Provider required for Tea Leaves Process.
DNS	Text	All				Empty Value. Do not solicit flag
Type	Text	All			"HRA" Static Value	Top-level touch point category. 6 accepted values: 1) Call Center, 2) Classes and Events, 3) Lists, 4) Web, 5) HRA, 6) Other
Date	Date	All	created	created	created	Date HRA was created. Format YYYYMMDD
Gender	Text	All	gender	gender	gender	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
sub_type	Text	All	application_type	application_type	Acid Reflux Profiler Anxiety Profiler Back & Neck Pain Profiler Bladder Control Profiler Breast Cancer Risk Profiler Breast Cancer Screening Assessment Colorectal Cancer Profiler Depression Profiler Diabetes Risk Profiler Healthy Weight-Range Profiler Heart Health Profiler Knee & Hip Profiler Lung Cancer Profiler PAD Symptoms Profiler Prostate Cancer Profiler Sleep Apnea Profiler Stroke Risk Profiler Weight-Loss Surgery Profiler Acid Reflux Anxiety Back & Neck Breast Cancer Bladder Control Colon Cancer COPD Depression Diabetes Heart Knee & Hip Lung Cancer Medical Weight Loss Peripheral Artery Disease Prostate Cancer Shoulder & Elbow Sleep Stroke Substance Use Weight Loss	This is the type of HRA that was completed by the consumer.

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Lead Custom Fields - Unlock HRA Specific

Lead Custom Fields are fields that can be added to the Lead Object in Personify by an Administrator. 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	Expected Data Values	Description
sub_type_list (from Acid Reflux HRA)	<ul style="list-style-type: none"> 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.
sub_type_list (from Anxiety HRA)	<ul style="list-style-type: none"> 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.
sub_type_list (from Back & Neck HRA)	<ul style="list-style-type: none"> 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.
sub_type_list (from Bladder Control HRA)	<ul style="list-style-type: none"> 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.
sub_type_list (from Breast Cancer HRA)	<ul style="list-style-type: none"> 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.
sub_type_list (from Colon Cancer HRA)	<ul style="list-style-type: none"> Personal Cancer History - Monitoring Recommended Discuss Symptoms with a Doctor Discuss Screening Schedule with a Doctor Schedule Routine Screening Now Continue Routine 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.

sub_type_list (from COPD HRA)	Above Recommended Age for Screening Below Recommended Age for Screening 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.
sub_type_list (from Depression HRA)	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.
sub_type_list (from Diabetes HRA)	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.
sub_type_list (from Heart HRA)	High Risk - Existing Condition High Near-term Risk High Long-term Risk Moderate Risk Increased Risk Low Risk Unknown 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 High Risk group.
sub_type_list (from Knee & Hip HRA)	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.
sub_type_list (from Lung Cancer HRA)	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.
sub_type_list (from Medical Weight Loss HRA)	Likely Eligible Possibly Eligible Not Eligible	The primary result from the Medical Weight Loss HRA.
sub_type_list (from Peripheral Artery Disease HRA)	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.
sub_type_list (from Prostate Cancer HRA)	Follow Your Doctor's Recommendation Follow Your Existing Plan Discuss Screening Options Discuss Screening Options at Age 40	The primary result from the Prostate Cancer HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.

sub_type_list (from Shoulder & Elbow HRA)	<p>Discuss Screening Options at Age 45 Discuss Screening Options at Age 50 No Significant {joint} Symptoms Mild to Moderate {joint} Symptoms Moderate to Severe {joint} Symptoms Severe {joint} Symptoms</p>	The primary result from the Unlock Shoulder & Elbow HRA.
sub_type_list (from Sleep HRA)	<p>High Sleep Apnea Risk Low Sleep Apnea Risk Unknown Risk for Sleep Apnea</p>	The primary result from the Sleep HRA. It is backwards compatible with both HealthAware and Medicom Health HRAs.
sub_type_list (from Stroke HRA)	<p>High Risk - Existing Condition High Risk Moderate Risk Low Risk</p>	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.
sub_type_list (from Substance Use HRA)	<p>Get Confidential Help Today See a Health Care Professional Learn More About Treatment Options Tell a Health Care Provider If Things Change</p>	The primary result from the Substance Use HRA.
sub_type_list (from Weight HRA)	<p>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</p>	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.

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Lead Custom Fields - Medicom Health Specific

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HRA Data Name	Expected Data Values	Description/HRA Type
sub_type_list	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
sub_type_list	Anxiety assessment recommended Tell a doctor about your symptoms Keep a symptom journal	Anxiety
sub_type_list	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
sub_type_list	Prompt Medical Evaluation Recommended Treatable Control Problems Identified Treatable Bladder Problems Identified A Medical Evaluation Is Needed No Bladder Control Problems Reported	Bladder Control
sub_type_list	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
sub_type_list	Screening for Genetic Risk Factors Recommended Re-screening for Genetic Risk Factors Recommended Schedule Screening Now Follow Your Doctor's Recommended Screening Schedule	Breast Cancer Screening

	Ask Your Doctor When You Should Begin Screening Continue Annual Screening Continue Recommended Screening Schedule	
sub_type_list	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
sub_type_list	Depression Assessment Recommended Tell a Doctor About Your Symptoms Keep a Symptom Journal	Depression
sub_type_list	Not Applicable Low Risk Moderate Risk High Risk Very High Risk	Diabetes
sub_type_list	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
sub_type_list	Unknown Risk Low Risk Moderate Risk High Risk High Risk (<- This is correct)	Heart Health
sub_type_list	No Significant {joint} Problems Mild to Moderate {joint} Symptoms Moderate to Severe {joint} Symptoms Severe {joint} Symptoms	Knee & Hip
sub_type_list	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 Never Smoked -- Not Recommended	Lung Cancer
sub_type_list	Seek Medical Attention Soon Screening Recommended More Information Needed No Screening Recommended	PAD

sub_type_list	<p>Follow Your Doctor's Recommendation</p> <p>Follow Your Existing Plan</p> <p>Discuss Screening Options</p> <p>Discuss Screening Options at Age 40</p> <p>Discuss Screening Options at Age 45</p> <p>Discuss Screening Options at Age 50</p>	Prostate Cancer
sub_type_list	<p>High Sleep Apnea Risk</p> <p>Low Sleep Apnea Risk</p> <p>Unknown Risk for Sleep Apnea</p>	Sleep Apnea
sub_type_list	<p>Very High Risk</p> <p>High Risk</p> <p>Moderate Risk</p> <p>Low Risk</p>	Stroke
sub_type_list	<p>More information needed to determine a recommendation.</p> <p>You don't appear to be a candidate for surgery.</p> <p>You may be a candidate for weight-loss surgery.</p>	Weight Loss Surgery

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Lead Custom Fields - HealthAware Specific

Lead Custom Fields are fields that can be added to the Lead Object in Personify by an Administrator. 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	Expected Data Values	Description/HRA Type
sub_type_list	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
sub_type_list	Anxiety assessment recommended Tell a doctor about your symptoms Keep a symptom journal	AnxietyAware
sub_type_list	No Spine Impairment Mild Spine Impairment Moderate Spine Impairment Severe Spine Impairment See a Doctor Soon Seek Medical Attention Seek Immediate Medical Attention	SpineAware
sub_type_list	Prompt Medical Evaluation Recommended Treatable Control Problems Identified Treatable Bladder Problems Identified A Medical Evaluation Is Needed	BladderAware

	No Bladder Control Problems Reported	
sub_type_list	<p>Screening for Genetic Risk Factors Recommended</p> <p>Re-screening for Genetic Risk Factors Recommended</p> <p>Schedule Screening Now</p> <p>Follow Your Doctor's Recommended Screening Schedule</p> <p>Ask Your Doctor When You Should Begin Screening</p> <p>Continue Annual Screening</p> <p>Continue Recommended Screening Schedule</p>	BreastCancerAware
sub_type_list	<p>Personal Cancer History - Monitoring Recommended</p> <p>Discuss Symptoms with a Doctor</p> <p>Discuss Screening Schedule with a Doctor</p> <p>Schedule Routine Screening Now</p> <p>Continue Routine Screening</p> <p>Above Recommended Age for Screening</p> <p>Below Recommended Age for Screening</p>	ColonCancerAware
sub_type_list	<p>Manage Your COPD With Your Doctor</p> <p>Talk to a Doctor About Your COPD</p> <p>Screening Recommended</p> <p>Screening May Be Recommended</p> <p>Tell a Doctor About Any Symptoms</p>	COPDAware
sub_type_list	<p>Depression Assessment Recommended</p> <p>Tell a Doctor About Your Symptoms</p> <p>Keep a Symptom Journal</p>	DepressionAware
sub_type_list	<p>Existing diabetes</p> <p>Very high risk</p> <p>High risk</p> <p>Moderate risk</p> <p>More info needed</p> <p>Low risk</p>	DiabetesAware
sub_type_list	<p>High Risk - Existing Condition</p> <p>High Near-term Risk</p> <p>High Long-term Risk</p> <p>Moderate Risk</p> <p>Increased Risk</p> <p>Low Risk</p>	HeartAware

	Unknown Risk	
sub_type_list	No Significant {joint} Problems Mild to Moderate {joint} Symptoms Moderate to Severe {joint} Symptoms Severe {joint} Symptoms	JointAware - Knee & Hip
sub_type_list	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
sub_type_list	Seek Medical Attention Soon Screening Recommended More Information Needed No Screening Recommended	VascularAware
sub_type_list	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
sub_type_list	High Sleep Apnea Risk Low Sleep Apnea Risk Unknown Risk for Sleep Apnea	SleepAware
sub_type_list	High Risk - Existing Condition High Risk Moderate Risk Low Risk	StrokeAware
sub_type_list	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