Salesforce Health Cloud Integration Data Guide

The Salesforce Health Cloud 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. For more information about this integration, please refer to the "SF Health Cloud - Unlock HRAs Integration" document.

Lead Custom Fields

Lead Custom Fields are fields that can be added to the Lead Object in Salesforce by a Salesforce System 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	HRA Families	Salesforce Lead Custom Field Name(s)	Salesforce Field	Expected Data Values	Data Label	Description
dateOfBirth	All	Unlock_DOB__c Medicom_DOB__c HealthAware_DOB__c BirthDate__c (Health Cloud Standard)	Date	Date of birth as a date		The date of birth of the consumer. **Note: This will be written to the Health Cloud standard BirthDate__c field unless you add one of the other custom field names ahead of it.**
age	All	Unlock_Age__c Medicom_Age__c HealthAware_Age__c Age__c	Number (2,0)	Age value as an integer		The age of the consumer when the HRA was completed.
sex	All	Unlock_Sex_At_Birth__c Sex_At_Birth__c HealthAware_Gender__c *(Supported for legacy)* Medicom_Gender__c *(Supported for legacy)* Gender__c *(Supported for legacy)*	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.
marketingOptIn	All	Unlock_Marketing_Opt_In__c Medicom_OptIn__c HealthAware_OptIn__c Source_Opt_In__c HasOptedOutOfEmail	Checkbox	Unchecked = false Checked = true *HasOptedOutOfEmail is inverted when sent to align with intent*		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.
phoneOptIn	All	Unlock_Phone_OptIn__c Medicom_Phone_OptIn__c HealthAware_Phone_OptIn__c	Checkbox	Unchecked = false Checked = true		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.
reportOptIn	All	Unlock_EmailReport__c Medicom_EmailReport__c HealthAware_EmailReport__c	Checkbox	Unchecked = false Checked = true		Indicates if the consumer has opted-in to receive their result report emailed to them.
source	All	Unlock_Source__c Medicom_Source__c HealthAware_Source__c UTM_Source__c	Text	String from URL		This is the data that was passed to the HRA in the utm_source parameter. For Medicom HRAs, the s parameter is also able to be used.
medium	All	Unlock_Medium__c Medicom_Medium__c HealthAware_Medium__c UTM_Medium__c	Text	String from URL		This is the data that was passed to the HRA in the utm_medium parameter.
campaign	All	Unlock_Campaign__c Medicom_Campaign__c HealthAware_Campaign__c UTM_Campaign__c	Text	String from URL		This is the data that was passed to the HRA in the utm_campaign parameter.
language	All	Unlock_Language__c Medicom_Language__c HealthAware_Language__c Language__c	Text	'en' for English 'es_US' for Spanish		Indicates the language that the consumer chose to complete the HRA with.
firstName_caregiver	HealthAware, Unlock	Unlock_Caregiver_First_Name__c HealthAware_Caregiver_First_Name__c	Name	1- 50 character first name		The first name of the caregiver who completed this HRA on behalf of the consumer.
lastName_caregiver	HealthAware, Unlock	Unlock_Caregiver_Last_Name__c HealthAware_Caregiver_Last_Name__c	Name	1-50 character last name		The last name of the caregiver who completed this HRA on behalf of the consumer.
ethnicity_ethnicity	Medicom	Ethnicity__c	Text/Picklist	'WHITE' 'AFRICAN' 'HISPANIC' 'ASIAN_PACIFIC_ISLANDER'	White African American Hispanic/Latino Asian or Pacific Islander	The ethnicity of the consumer from Medicom HRAs.

				'AMERICAN_INDIAN'	American Indian/Alaska Native	
				'OTHER'	Other	
				'NO_ANSWER'	Unknown/no answer	
ethnicity_simple	HealthAware, Unlock	Unlock_Ethnicity__c HealthAware_Ethnicity__c	Text/Picklist	'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	Unlock_Race__c HealthAware_Race__c	Text/Picklist	'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	Unlock_EthnicOrigin__c HealthAware_EthnicOrigin__c	Text/Picklist	'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.
ethnicity_legacy	HealthAware, Unlock	Ethnicity__c	Text/Picklist	'WHITE' 'AFRICAN' 'HISPANIC' 'ASIAN_PACIFIC_ISLANDER' 'AMERICAN_INDIAN' 'OTHER' 'NO_ANSWER'	White African American Hispanic/Latino Asian or Pacific Islander American Indian/Alaska Native Other Unknown/no answer	The ethnicity questions from HealthAware or Unlock HRAs converted into the Medicom legacy format. If detailed ethnicity is used, an Ethnic Origin of Hispanic overrides Race to consolidate to legacy fields. This field was created for continuity for clients who are migrating from Medicom HRAs to Unlock HRAs.
tobaccoUse	HealthAware, Unlock	Unlock_SmokingStatus__c Medicom_SmokingStatus__c HealthAware_SmokingStatus__c	Text/Picklist	'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.
smoker	Medicom	Medicom_SmokingStatus__c	Text/Picklist	'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 Medicom HRAs.
primaryCarePhysician_has	HealthAware, Unlock	Unlock_PCP__c HealthAware_PCP__c	Text/Picklist	'YES' 'NO' 'UNKNOWN'	Yes No I don't know	The consumer's answer to "Do you have a (primary care name)?" where the label is customizable, but the default is primary care physician. Different from Medicom format because of a new "I don't know" option.
existingPatient_pcp	HealthAware, Unlock	Unlock_Existing_Patient_PCP__c HealthAware_Existing_Patient_PCP__c	Text/Picklist	'YES' 'NO'	Yes No	If the consumer answered yes to having a primary care physician, they are asked if the provider is part of the client's organization. This is the answer to that question.
primaryCarePhysician_has	Medicom	Medicom_PCP__c	Text/Picklist	'YES' 'NO'	Yes No	The consumer's answer to "Do you have a primary care physician?"
primaryCarePhysician_visited	Medicom	Medicom_PCP_visited__c	Text/Picklist	'LESS_THAN_ONE_YEAR' 'MORE_THAN_ONE_YEAR' 'MORE_THAN_TWO_YEARS' ''	Less than 1 year ago 1 to 2 years ago More than 2 years ago N/A (primaryCarePhysician_has = 'no')	The consumer's answer to a question about the last time they visited their primary care physician for a checkup.
specialist_has	HealthAware, Unlock	Unlock_Specialist__c HealthAware_Specialist__c	Text/Picklist	'YES' 'NO' 'UNKNOWN'	Yes No I don't know	The consumer's answer to "Do you have a (specialist)?" where the specialist label is customizable.
existingPatient_specialist	HealthAware, Unlock	Unlock_Existing_Patient_Specialist__c HealthAware_Existing_Patient_Specialist__c	Text/Picklist	'YES' 'NO'	Yes No	If the consumer answered yes to having a specialist, they are asked if the specialist is part of the client's organization. This is the answer to that question.

bmi	All	Unlock_BMI__c Medicom_BMI__c HealthAware_BMI__c	Number(3,1)	Decimal value representing BMI	This is the consumer's calculated BMI based on their answers.
height	All	Unlock_Height__c Medicom_Height__c HealthAware_Height__c	Number(2,0)	Integer value between 48 and 95 representing inches	This is the consumer's height in inches when they completed the HRA.
weight	All	Unlock_Weight__c Medicom_Weight__c HealthAware_Weight__c	Number(3,0)	Integer value between 80 and 800 representing pounds	This is the consumer's weight in pounds when they completed the HRA.
connectionId	All	Unlock_Connection_ID__c Medicom_Connection_ID__c HealthAware_Connection_ID__c External_Unique_ID__c	Text	UUID value unique to that user's session.	This is a universally unique ID that represents the consumer's HRA usage session. This can be used as an external ID value.
portalName	All	Unlock_Portal_Name__c Medicom_Portal_Name__c HealthAware_Portal_Name__c	Text	A string of the name of the Client Organization from HRA Console.	This is the Client Organization name shown in the HRA Console.
location	All	Unlock_Location__c Medicom_Location__c HealthAware_Location__c	Text	A string of the name of the HRA location label from the HRA Console.	This is the location name shown in the HRA Console.