

Optimized search & social campaigns enhance the power of health risk assessments

How a leading health system generated impressive health risk assessment traffic & completions, resulting in cost-efficient service line growth.

Client background

A leading nonprofit healthcare provider on the East Coast was experiencing success with the Unlock Heart Health Risk Assessment (HRA) — one of our most popular HRAs — but recognized the need for a more efficient strategy to elevate the number of completed assessments, ultimately enhancing patient engagement.



The Unlock solution

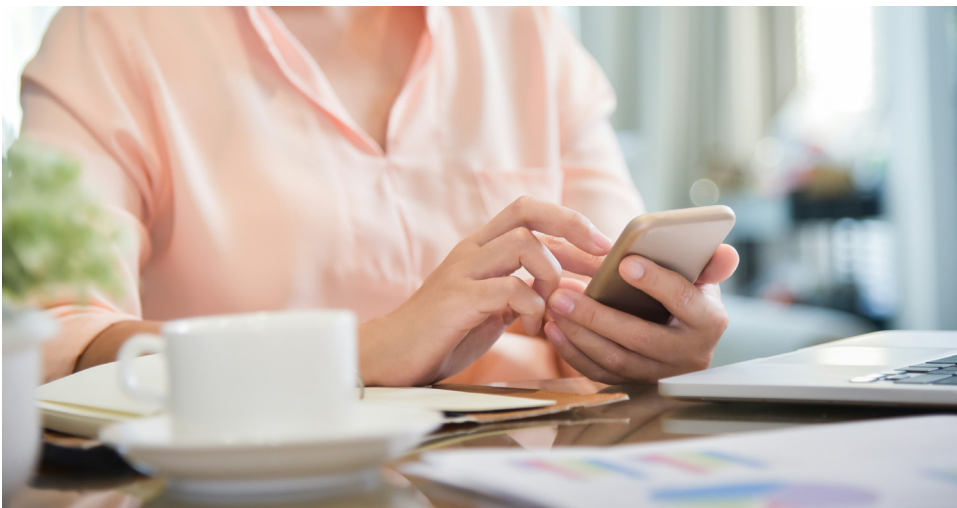
Unlock HRAs are great for converting prospective patients into encounters, regularly outperforming most other tactics at funneling high-risk patients into high-value service line appointments. However, HRAs can't achieve their full potential without proper promotion. We recommend intent-based search engine marketing (SEM) as an effective promotion strategy because it allows providers to identify consumers in their moment of need, when they turn to the internet for answers to their health concerns and questions.

The five-hospital system opted to tap into Unlock's long-standing experience promoting HRAs of all types with performance marketing. Our SEM team recommended a balance of Google ads to engage people who were actively seeking cardiology care or information and paid Facebook campaigns to engage people who were passively open to exploring their heart health. Targeting both audiences is key to increasing HRA participation and completion rates, especially on mobile devices.

We implemented precise targeting based on demographics (e.g., age and gender), interests, and behaviors, ensuring the right messages reached the right audiences. Our approach on Facebook included tailored ads appearing in news feeds and the right rail, optimized through constant monitoring and adjustments to maximize campaign performance.

The results

After a year, the hospital system generated 5,581 HRA completions overall. Our integrated social and SEM campaigns drove more than 70% of those completions at an average cost per acquisition of \$23.12.



Google

17,824

CLICKS

5.91%

CLICK-THROUGH
RATE

\$32.40

COST PER
ACQUISITION

Facebook

12,551

CLICKS

1.63%

CLICK-THROUGH
RATE

\$7.13

COST PER
ACQUISITION

Total HRA completions in one year

5,581

71%

HRA completions driven by Unlock-
managed performance marketing