

Unlock Health Risk Assessments drive greater cardiac service line revenue than any other tactic

By using CRM data, one hospital system was able to quantify the success of HRAs over other tactics alone & use the finding to complement its integrated campaigns with heart assessments.

Client background

A large-market health system wanted to connect with more patients at high risk of developing cardiovascular disease and encourage them to see a cardiologist.



The Unlock solution

The hospital system decided to pair its social, search engine marketing, and traditional offline promotions with Unlock's Heart HRA to engage patients and drive service line revenue growth. Based on a previous analysis, Unlock HRAs, on average, generated 1.75 times more encounters than any other tactic, making them an effective product for driving patient acquisition. The analysis revealed that high-risk patients who were in need of immediate care and completed the Heart HRA took next steps to schedule and be seen by a cardiologist.

The results

The seamless integration of Unlock HRAs with the hospital system's CRM proved highly effective, allowing for precise performance tracking of downstream revenue. With over 6,000 participants completing HRAs, the campaign led to more than 2,000 unique encounters and generated over \$14.4 million in revenue. Ten percent of the patients generated by the campaign were new to the system, underscoring the campaign's significant contribution to expanding market share.

Patients identified as high risk by the Heart HRA generated above-average value. High-risk patients had 117 percent more encounters than low-risk patients, and an average of 2.55 visits per patient. Very high-risk patients were 13 percent more likely than low-risk patients to visit within 90 days.

14%

of HRA completions resulted in a cardiovascular service line encounter, compared to just 8% of leads acquired through traditional media tactics such as direct mail, email, and calls.

1.75

Heart HRA conversion rate compared to other tactics

Participants with *high-risk* results generated extra value.



More likely to complete the HRA

Concerned or symptomatic people are compelled to see results.



More likely to have a goal encounter

On average, high-risk patients have a 117% visit lift over low-risk patients.



Likely to have more total encounters

Those at high-risk have an average of 2.55 goal visits per patient.



Likely to visit sooner after HRA completion

Very high-risk users are 13% more likely to visit within 90 days than low.

6,412

UNIQUE PARTICIPANTS
COMPLETED THE HRA

243

NET NEW PATIENTS THROUGH
THE HRA COMPLETIONS

2,430

PATIENT
ENCOUNTERS

\$5,700

AVERAGE REVENUE
PER PATIENT

\$14.4M

TOTAL REVENUE