

# Unlock Health Risk Assessments drive 24:1 ROI for care encounters

**Generating 410 visits by integrating Unlock's Heart HRA with CRM technology.**

## Client background

A large hospital system in the Midwest wanted to increase cardiology encounters. It planned to track the ROI of a four-year health risk assessment (HRA) campaign investment by analyzing downstream utilization of treatment services.



### The Unlock solution

The client leveraged its CRM solution, provided by LionShare®, to deploy and promote Unlock’s Heart Health Risk Assessment. The campaign messaging, “Know Your Risk,” emphasized pursuing proactive care. Display ads promoted the HRA through various channels. Those who completed the HRA were encouraged to call to schedule a comprehensive heart health screening. The campaign ran for approximately four years. We tracked system-wide encounters and attributed corresponding payments to individuals who also completed an HRA.

### The results

The campaign produced 439 total HRA completions. On average, 40 percent of Unlock HRA participants become qualified leads; this hospital system beat that average, converting an impressive 68% of HRA completions into patient encounters within six months.

Thirty percent of encounters were with patients new to the system, and 85 percent of encounters occurred in the cardiology, family medicine, or internal medicine specialties. Patients were primarily women (57 percent) age 55 or older (64 percent).

For organizations looking to achieve 24:1 ROI against marketing spend, the Heart HRA is incredibly effective at driving high-margin target encounters when used in combination with CRM and performance marketing campaigns.

410

HRA PARTICIPANTS  
HAD DOWNSTREAM  
ENCOUNTERS

30%

OF ENCOUNTERS  
WERE NEW TO THE  
SYSTEM

3,832

TOTAL CARE  
ENCOUNTERS

\$6,132

AVERAGE PAYMENT  
PER PATIENT

2.51M

TOTAL COLLECTED  
PAYMENTS OVER  
A \$100,000  
MARKETING SPEND

24:1

RETURN ON  
INVESTMENT

Timeframe	Conversion	New Patient	ROI	Payments
Encounter within 6 months	68%	20%	3.56:1	\$371,554
Encounter within 4+ years	113%*	30%	24.08:1	\$2,514,145

\*includes multiple individuals from the household of an HRA completion