

Accelerating patient growth through strategic engagement

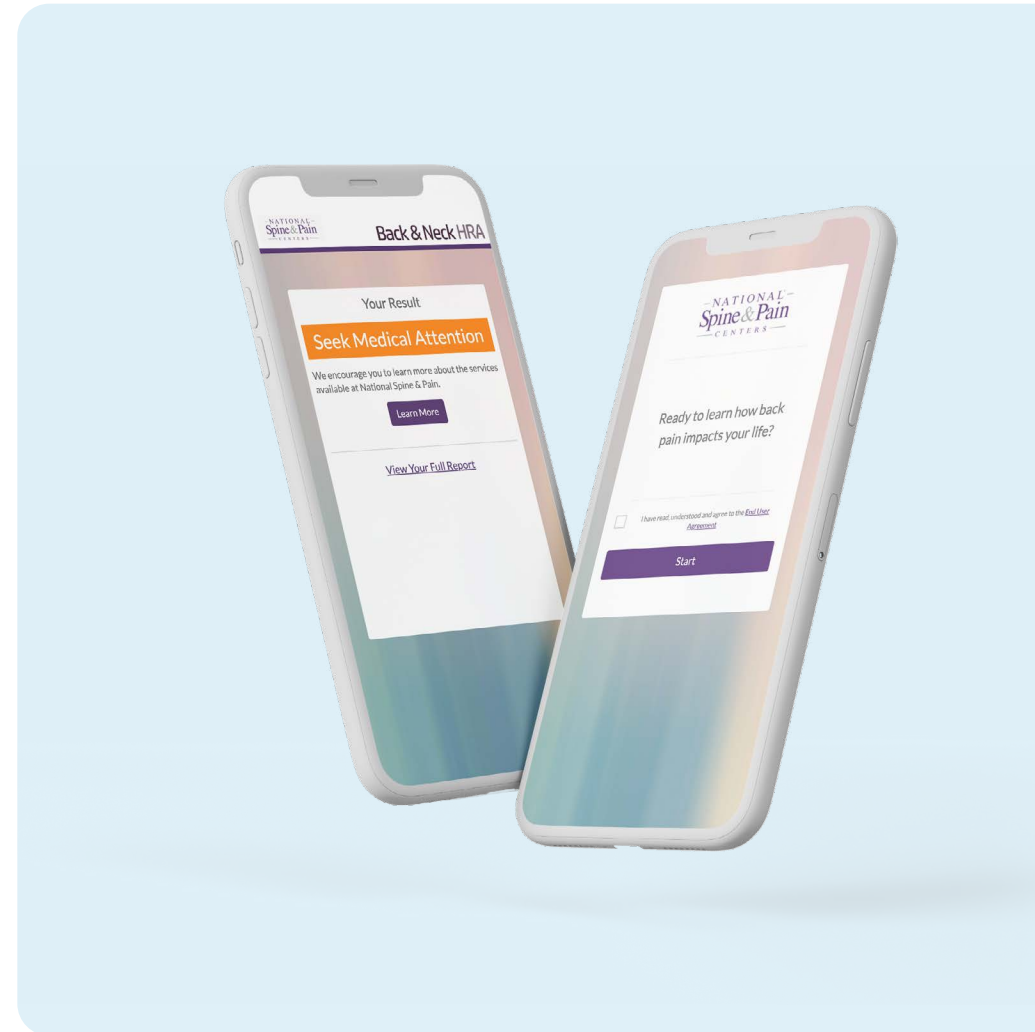
How personalized outreach and data-driven HRA helped NSPC convert more patients and enhance marketing position

Client background

For more than 30 years, National Spine & Pain Centers (NSPC) has pioneered the treatment of chronic and acute pain. NSPC uses innovative, minimally invasive procedures to help over 1 million patients annually. Its network includes 120-plus locations and 750 affiliated medical professionals.

Objectives

- Distinguish NSPC from its competitors as the go-to destination for pain relief.
- Drive overall revenue growth by expanding NSPC's visibility and footprint to serve more patients.
- Increase urgency in patient education and appointment scheduling. Thereby, making it less likely patients will seek a competitor's services.



CASE STUDY

Client: National Spine & Pain Centers (NSPC)

Solution: Unlock HRAs, SEM

To achieve these goals and drive sustainable growth, NSPC partnered with Unlock Health to:

- Enhance its overall marketing strategy,
- Expand lead generation activities, and
- Optimize patient conversion rates

The Unlock solution

Unlock Health implemented a tailored approach to address NSPC's challenges and optimize patient acquisition.

1. **To generate high-quality patient leads and track their respective journey effectively**, we deployed a back and neck health risk assessment (HRA).
2. **To maximize conversion potential**, we leveraged a comprehensive marketing mix. This mix included digital advertising and patient engagement tactics.
3. **To further optimize the patient journey**, we enacted a strategic follow-up process. This strategy ensured outreach at optimal times to prevent overwhelming potential patients while enhancing conversion rates.

Fine-tuning NSPC's campaign

To improve efficiency, we refined the HRA process by shortening assessments and implementing a systematic approach to increase lead conversion. Recognizing the heightened emotions of patients dealing with chronic pain, the team introduced a human-centric engagement strategy, focusing on:

- Education,
- Personal connection, and
- Responsiveness

In addition, Unlock Health's data-driven strategy ensured continuous improvement in decision-making and the measurement of marketing efforts.

The results

NSPC's partnership with Unlock Health demonstrates the power of strategic, targeted patient engagement.

- Revenue generated from leads in 2024 is on track to outperform the prior year.
- Higher conversion rates led to increased patient acquisition.

By focusing on optimizing conversions and improving tracking mechanisms, NSPC strengthened its position for long-term success. Additionally, educational initiatives enhanced patient awareness, positioning pain management as a critical step in specialized treatment.

Data highlights

2,102

Leads captured

10%

Sustained conversion rate

52%

Lead capture rate

324%

ROI

1,479

HRAs completed

\$296

Cost to acquire a revenue generating appointment

13%

Peak conversion rate