CASE STUDY

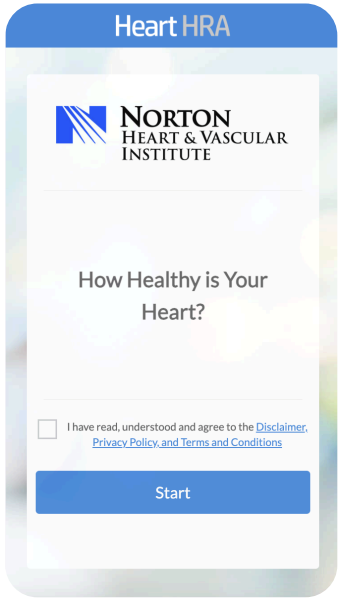
Solution: HRA

How Norton Healthcare connected high-risk patients to care through HRAs and drove $7.77M in revenue

Targeted outreach, direct scheduling, and measurable returns









Background

Norton Healthcare, a leading health system serving Kentucky and Southern Indiana, partnered with Unlock Health to transform digital engagement into measurable patient acquisition and revenue. By deploying condition-specific health risk assessments across priority service lines, Norton built a scalable, always-on model that connected marketing activity directly to care delivery.

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The challenge

Norton had strong digital engagement but limited visibility into how marketing activity translated into appointments, new patients, and revenue. Without an enterprise CRM, the team needed a practical way to connect HRA engagement with scheduling, patient acquisition, payor mix, and downstream revenue.

Norton also wanted to demonstrate marketing's contribution to system growth and build a model that could scale across service lines.

Norton's activation strategy included:

- Targeted email using diagnosis- and risk-based segmentation
- Paid search and paid social
- Workforce promotion to more than 20,000 employees
- Consumer-friendly creative, print collateral, and public relations
- Coordination across priority service lines

At the same time, Unlock and Norton's finance team implemented a practical analytics framework to measure patient progression from assessment completion to appointment, payor mix, and downstream revenue. This gave the marketing team a way to prove attribution without complex MarTech infrastructure.

Across every active HRA, Norton consistently exceeded Unlock Health's benchmark completion rates. The performance showed that Norton's activation tactics were reaching the right audiences and encouraging them to take the next step.

The results

$7.77M

in total revenue impact

$2.92M in surgical revenue

$4.85M in downstream encounter revenue

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6,714
HRA completions

1,739+
Completed appointments

735+
New patients acquired

The results extended across service lines:

- **Spine HRAs generated $1.46M** in surgical revenue
- **Heart HRAs generated $1.13M** in surgical revenue in approximately six months
- **Breast HRAs generated $105K** in revenue, and improved screening adherence

Why it worked

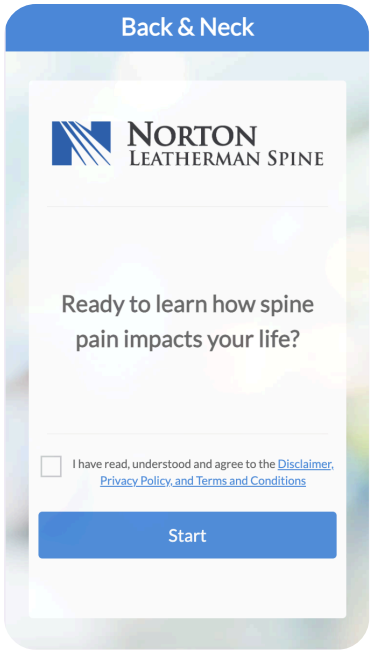
Norton paired targeted activation with timely health information and a direct path to care, including direct integration into online scheduling for patients. Collaboration among marketing, care access, analytics, and finance connected consumer engagement to clinical and financial outcomes. That cross-functional approach allowed Norton to demonstrate ROI and expand the model without waiting for a full enterprise CRM.

Client Testimonial

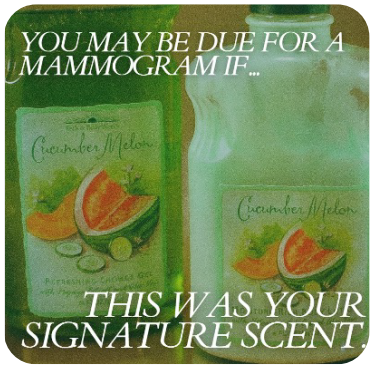
> **Health risk assessments are a powerful marketing driver, demonstrating that timely, relevant risk information effectively converts consumer engagement into booked appointments.**

– Sarah Ramage, Manager, Consumer Marketing, Norton Healthcare

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Key takeaway

Norton Healthcare demonstrated that marketing can be a revenue-driving function when digital engagement is connected to access and measurable patient outcomes. The HRA model gave Norton a scalable way to acquire new patients, support service line growth, and prove marketing's contribution to enterprise revenue.

Today, HRAs are a core part of Norton's ongoing growth strategy.

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