

# Optimizing and quantifying HRA-driven service line growth

**University of Miami Health System was able to make a targeted plan to improve speed to revenue by integrating Unlock products.**

## **Client background**

University of Miami Health System (UHealth), a long-time Unlock Health Risk Assessment (HRA) client, is the only university-based medical system in South Florida and ranked among the best hospitals in the region by *U.S. News & World Report*. For more than seven years, Unlock HRAs helped drive more than 8,000 unique leads into the UHealth system for various service lines, including cardiology, neurology, and more.

While the HRAs had been successful at top-of-funnel lead generation, UHealth's leadership wanted to better understand the journey from HRA completion to treatment and what they could do to accelerate patient conversions for the cardiac service line.



***Based on the level of ROI we were able to demonstrate, we should be using [ROI Insights] for all of our service line campaigns.***

**Darryl Caulton**  
Chief Financial Officer  
University of Miami Health System



## The Unlock solution

We deployed our full-funnel, downstream tracking product Unlock ROI Insights™ to identify opportunities for improvement. ROI Insights transparently connects the dots between campaign and clinical data while maintaining the highest standards of compliance.

## The results

We used the data surfaced by ROI Insights' proprietary matching algorithm to design a three-step plan to improve UHealth's lead-to-encounter conversion rates and speed to revenue. After fully mapping the patient conversion journey and considering UHealth's organizational priorities, we provided the health system with a plan to improve throughput and enhance speed to revenue for the cardiac service line.

**33%**

CONVERSIONS OCCURRED  
IN THE FIRST 4 WEEKS

**585**

NEW PATIENTS

**40%**

PATIENTS NEW TO THE  
SYSTEM

**70%**

PATIENTS COMMERCIALY  
INSURED

**4:4:1**

CAMPAIGN ROI

