Unlock Health Risk Assessments

Build trust. Reveal need. Guide the next best step.

20+
years HRA experience

2K+
hospital or health organizations supported

3M+
completed assets

More than a form — a trusted starting point.

Unlock HRAs turn anonymous consumer questions into structured insight, personalized guidance, and trackable next steps. Risk stratification and dynamic calls to action help health systems engage people earlier and connect each person to the most appropriate level of care.

More than 20 HRA experiences across 8 service lines

**Available in Spanish*

Behavioral Health
- Anxiety
- Depression
- Substance Use

Cardiovascular
- Heart*
- Stroke
- Peripheral Artery Disease

Internal Medicine
- Acid Reflux
- Diabetes*
- Bladder Control

Oncology
- Breast Cancer
- Colon Cancer
- Lung Cancer
- Prostate Cancer

Orthopedic
- Back & Neck
- Knee & Hip
- Shoulder & Elbow

Pulmonology
- COPD
- Sleep

Weight Management
- Healthy Weight
- Weight Loss Surgery
- Medical Weight Loss

NEW

Women's Health
- Menopause Continuum
- Breast Cancer*
- Bladder Control

© Unlock Health 2026

Unlock Health is a full-service marketing and communications agency that helps healthcare organizations make authentic connections with patients and communities. Visit us at **UnlockHealth.com**.

Proof that moves people

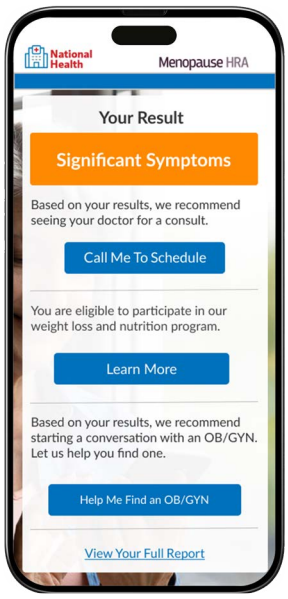
56K+
heart health completions in 2025

3–4x
more likely to book or take a next step vs. non-completers

Trust builds action

85%
get health information from providers

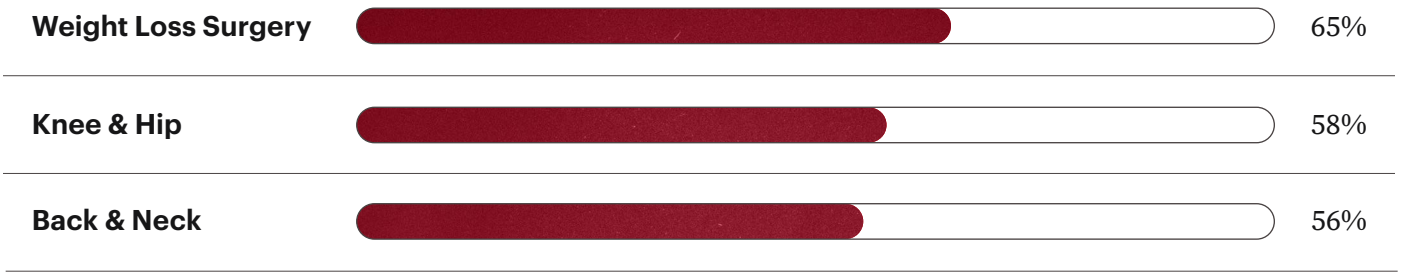
50%
find it difficult to judge health information accuracy



Mobile-first, branded HRA experience

Selected 2025 national performance

Share of completers who clicked a CTA



How HRAs convert demand into measurable care actions

1 Attract
Capture high-intent demand across search, social, email and service-line pages.

2 Assess
Convert questions into first-party insight: symptoms, risk, readiness and need.

3 Guide
Deliver personalized results and dynamic CTAs matched to the right care pathway.

4 Measure
Track completions, risk mix, CTA clicks, calls, appointments and ROI.

Let's get started

Learn how Unlock HRAs can support service-line growth.
sales@unlockhealthnow.com | **go.unlockhealthnow.com/unlock-hras**

Sources: Unlock Health HRA product page; 2025 National HRA Stats; Unlock platform proof points; Ortho & Neuro HRA sheet; Pew Research Center, 2026; CMS AWV guidance.

UNLOCK