Oncology Health Risk Assessments

BREAST COLON LUNG PROSTATE

Turn cancer questions into awareness, screening action, and measurable service-line growth.

Breast and colorectal cancer incidence is rising among younger adults. Yet many people are uncertain about their risk, when to screen or where to start. Unlock HRAs transform passive awareness into a personalized, measurable next step.



Breast Cancer

Screening timing + genetic/family risk



Colon Cancer

Symptoms, screening schedule, + genetic/family risk



Lung Cancer

Smoking history + screening eligibility



Prostate Cancer

Age/family history + shared decision support

Educational marketing tools that support informed next steps — not diagnostic assessments.

Grow awareness — not just leads

- Make oncology education interactive across search, social, email, blogs, events and service-line pages.
- Help people understand personal risk and what action is appropriate now, later or with a clinician.
- Guide each result to a useful next step: education, screening, genetic counseling, smoking cessation, primary care or specialty care.
- Build trust through a branded experience that continues with segmented follow-up and nurturing.

ACS U.S. incidence trends

1.4%

annual increase in breast cancer incidence among women under 50

2012–2021

2.9%

annual increase in colorectal cancer incidence among adults under 50

2013–2022

Source: American Cancer Society. Observed U.S. incidence trends.

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Best-practice activation

1. Run always-on and awareness-month HRAs alongside paid search, paid social and service-line content.
2. Use result-specific CTAs - not one generic scheduling link - to match risk, readiness and screening eligibility.
3. Follow screening-due and higher-risk participants quickly; nurture lower-risk participants with education and reminders.
4. Measure beyond lead volume: starts, completions, result mix, CTA clicks, calls, appointments, screening and ROI.

2025 National HRA Engagement

44K+

completions across the supplied Breast, Colon and Lung national rollups

HRA	Completions	CTA
Breast	18.7K	47%
Colon	14.7K	44%
Lung	10.9K	29%

Prostate HRA available; a 2025 national rollup was not included in the supplied files.

Selected oncology program results

48%
average reduction in CPA when HRAs are integrated with SEM

3:6:1
average ROI of HRA programs

900+
qualified scheduling calls

Let's get started

Learn how Unlock HRAs can build awareness and measurable oncology growth.
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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**.