Orthopedic Health Risk Assessments

Help consumers understand their pain and find the right care pathway sooner

1.71B
people with MSK conditions worldwide

53.2M
U.S. adults with diagnosed arthritis

843M
projected low back pain cases by 2050

Musculoskeletal conditions are the leading contributor to disability worldwide, yet many consumers are unsure where to turn for pain, mobility issues, or loss of function. For hospitals and health systems, this creates a timely opportunity to engage people earlier and guide them to the right care setting.

Unlock Health's orthopedic HRA turns questions about pain, mobility, and function into personalized next steps.

How our orthopedic HRAs help consumers

- Understand symptom severity and functional impact
- Know when to seek care
- Find the right provider or care setting
- Connect to services sooner

How orthopedic HRAs helps hospitals and health systems

- Engage high-intent consumers earlier
- Support the full orthopedic care continuum
- Personalize CTAs by symptoms, impairment, and risk
- Trigger timely follow-up and nurturing
- Measure engagement, conversion, and ROI

Three targeted assessments



Back & Neck HRA



Knee & Hip HRA*



Shoulder & Elbow HRA*

*Can be one joint specific

Proven orthopedic HRA performance

National 2025 roll-up across Unlock clients

61,812
completed assessments across the three HRAs

56%
Back & Neck CTA click rates

48%
average cost-per-acquisition reduction with HRA+SEM integration

58%
Knee & Hip CTA click rates

Let's get started

Interested in learning more about our orthopedic HRAs? Contact us at **sales@unlockhealthnow.com** or visit **go.unlockhealthnow.com/unlock-hras**.

Sources: WHO, Musculoskeletal health and Low back pain; CDC, Prevalence of Diagnosed Arthritis; Unlock Health 2025 National HRA Stats.

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