Women's Health Risk Assessments

MENOPAUSE BREAST BLADDER

Build trust when women are searching for answers, then turn education into clear next steps.

Women 35+ are in prime life stages — balancing careers, caregiving and their own changing health needs. Women are estimated to make about 80% of family healthcare decisions, so credible education and clear next steps can influence care choices across the household.

Core Women's Health HRAs



Menopause Continuum

Build trust in a pivotal life stage.

Explain symptoms and long-term health; connect to primary care, OB/GYN or specialty services.



Breast Cancer

Turn screening questions into action.

Clarify timing and risk; connect to mammography, genetics or a clinician.

Not a diagnosis.



Bladder Control

Normalize an under-discussed need.

Assess symptoms and daily impact; connect to primary care, pelvic health, urology or urogynecology.

1. **Build trust** — Use empathetic, judgment-free experiences that validate concerns and strengthen credibility.
2. **Educate clearly** — Translate responses into personalized information about symptoms, risk and care options.
3. **Guide the next step** — Match each woman to the right CTA, provider and follow-up based on need and readiness.

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Women 35+: Why trust matters

80%
estimated share of family healthcare decisions made by women

52
average U.S. age at menopause

1 in 8
U.S. women will develop invasive breast cancer

~1 in 2
women experience urinary incontinence

Optional connect pathways

Support whole-person needs that often overlap in midlife.

Heart

44% of U.S. women live with some form of heart disease.

Medical Weight Loss

47.4% of women ages 40-59 have obesity.

Anxiety & Depression

Women are almost **2x as likely** as men to report depression symptoms.

Proven HRA performance

20+
years of HRA experience

2,000+
care facilities supported

3M+
completed assessments

48%
average CPA reduction when HRAs integrate with SEM

Let's get started

Build a connected Women's Health HRA strategy that earns trust, delivers education and guides each woman to a meaningful next step.

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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**.