

Increase blood donations, decrease acquisition costs

Reduce or replace your reliance on telerecruitment and email.
Get more donors in the door with our automated, optimized platform.

Collect™ is our text-based engagement system that recruits, schedules and rebooks donors into your center.

Using psychographic messaging and dozens of data points, Collect individualizes donor messaging. We motivate higher appointment and donation rates at a fraction of the cost of traditional outreach methods.

We monitor dozens of response metrics to iteratively hone donor behavior profiles so we can focus on the **quality** of messaging and delivery – **not quantity**.

More donors in the door.

Our personalized, data-driven approach makes all the difference. Other features include:

Direct Donor
Intervention
Toolbench

Donor Abandon
Recovery
System

Real-Time
Donor Decision
Tracking

One-Click
Targeting
System

Inbound
Call
Tracking

We're Unlock Health. We're on a mission to connect people to care through a unique blend of creativity, data, and expertise. And we work with more than 400 healthcare clients to deliver peace of mind that their work is actually working.

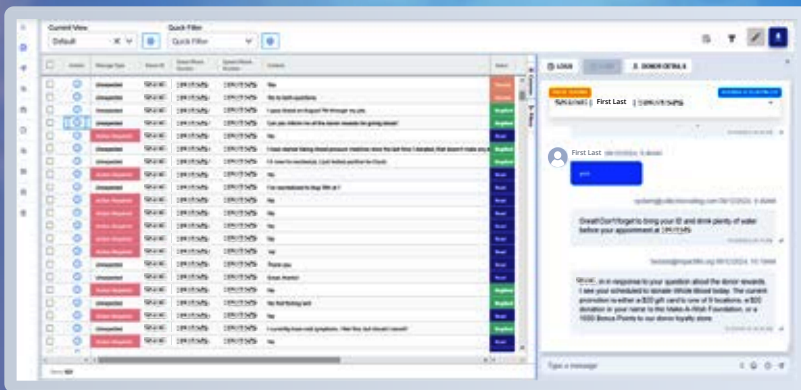
**UN
LOCK**™

Take the guesswork out of donor growth.

Benefits

- Replicates and replaces telerecruitment
- +10% increased self-scheduling rates
- Lapsed donor re-engagement
- Appointment reminders and thank you texts
- Consistent monthly results

Donor Intervention Workbench



Comprehensive Reporting & Analytics



Acquisition Cost Comparison

CURRENT DONOR

- **Ours: \$2.80**
- Telerecruitment: \$15.00

LAPSED DONOR

- **Ours: \$8.00**
- Telerecruitment: \$40.00

Appointment Comparison

TYPICAL RATES

- Telerecruitment: < 5%
- Email: < 2%

OUR RATES

- **10% for WB donor targets**
- **12% for DRBC donor targets**
- **20% for APLT donor targets**
- **7% for GenZ donor targets**

Typical Telerecruitment Replacement Cost Savings

10K ENROLLMENT:

- **\$32,000** - In House Center
- **\$100,000** - 3rd Party Provider

For more information, contact Dave Leitch at dave.leitch@unlockhealthnow.com or 425-753-5898.

Unlock Collect™ is a proven, automated donor engagement system that recruits, schedules and rebooks donors into blood centers. Using psychographic messaging and dozens of data points, we individualize donor messaging and coach higher appointment and donation rates- all at a fraction of the cost of traditional outreach methods.

MORE DONORS IN THE DOOR

go.unlockhealthnow.com/collect

