

Driving cardiology service line patient acquisition & profitable growth

Do you have a proven strategy to claim your share of the \$50 billion-and-growing cardiology market?

By 2035, **nearly 45% of Americans are expected to have some form of cardiovascular disease**. The rate of peripheral artery disease (PAD) is increasing worldwide, increasingly among people under age 65. Knock-on effects of the pandemic continue to emerge, with post- and long-COVID complications like postural orthostatic tachycardia syndrome, myocarditis, and cardiovascular autonomic dysfunction on the rise.

Service line growth can be an uphill climb when consumers put off screenings and deprioritize their health. But integrated campaigns paired with health risk assessments (HRAs) provide the breakthrough experience healthcare marketers need to drive predictable, profitable service line growth. Media campaigns alone produce too many unqualified leads, and HRAs decoupled from campaigns lack volume. But bring them together, and you get highly-qualified, high-intent leads for unparalleled patient acquisition.

Unlock clients see an average reduction in cost per acquisition of **48%** when integrating HRAs with SEM campaigns.

Sources:

McGuire Woods, "Subsector Snapshots — Why Investor Interest Is Ballooning in Cardiology"
Becker's Hospital Review, "What cardiology programs are eyeing in 2024"
MDLinx, "2024 look-ahead: Cardiology trends and breakthroughs"
Yale School of Medicine, "Peripheral Artery Disease Is Poorly Understood"

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Cardiology consumers: **Meet Adara**

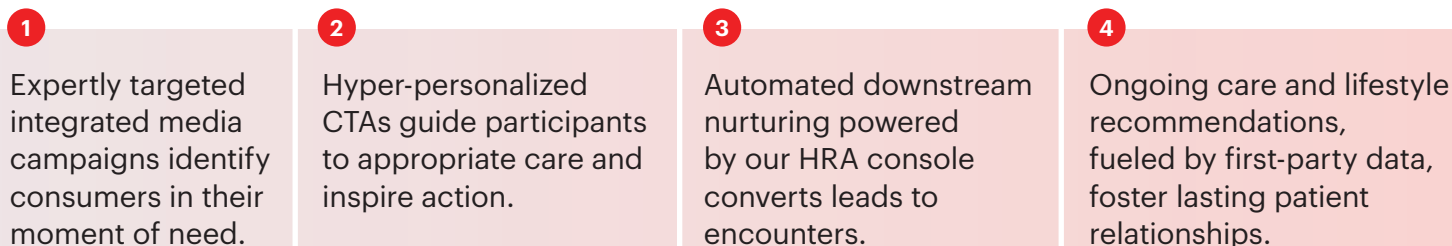


As a type 2 diabetic, Adara, 60, takes medications to manage her blood sugar, cholesterol, and blood pressure. She has struggled to manage her weight since menopause, which has a negative impact on her quality of life and cardiac vitals. She's worried about her chances of having a heart attack among other health concerns.

Likelihood to:

- Provide a complete risk profile: **36%**
- Click an HRA CTA: **70%**
- Become a qualified lead: **40%**

How HRAs drive conversion through the marketing funnel



Cardiology HRA applications

Heart (now available in Spanish)

Stroke

Peripheral Artery Disease

Thousands of healthcare systems and care centers trust Unlock Health to drive cardiology service line growth for a reason:

154

Executed cardiology campaigns

\$8M

managed media spend on cardiology campaigns

195K+

Cardiology HRA completions in 2023

22K+

Qualified scheduling calls

3:6:1

Average ROI of HRA programs



See cardiology conversion in action. Scan to see how one health system doubled its cardiology service line goals in 30 days.

Ready to achieve your service line growth goals?
Let's connect. Go.UnlockHealthNow.com/Unlock-HRAs/

