

Capture your share of growing orthopedic & neuroscience markets

Demand for orthopedic and neurology services is surging. As the population ages, degenerative bone disorders and neurodegenerative disease rates are on the rise.

A decade of U.S. orthopedic growth — capped off by more than \$20 billion in revenue in 2024 — is projected to continue climbing for the next five years. The neurology market, growing faster than 7% annually, is expected to surpass \$7 billion by 2033.

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

Yet, reaching these patients can be challenging, as many delay screenings and prioritize other health concerns. Combining targeted campaigns with health risk assessments (HRAs) offers a powerful integrated approach.

While media campaigns alone often yield too many unqualified leads, and standalone HRAs lack volume, together, they drive high-intent, qualified patient acquisition, ensuring predictable, profitable growth for your service lines.

Sources:

- IBIS World, "Orthopedists in the US - Market Research Report (2014-2029)"
- Precedence Research, "Neurology Market Size, Share, and Trends 2024 to 2033"
- JAMA Network, "Burden of Neurological Disorders Across the US From 1990-2017"

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LOCK**™

Orthopedic consumers: Meet Adam



- Age: **67**
- HRA click likelihood: **89%**
- Qualified lead likelihood: **40%**

Adam, 67, struggles with chronic hip pain worsened by a recent vacation. Overweight and with a family history of osteoarthritis, he's worried he might need a hip replacement and is looking for information on treatment options.

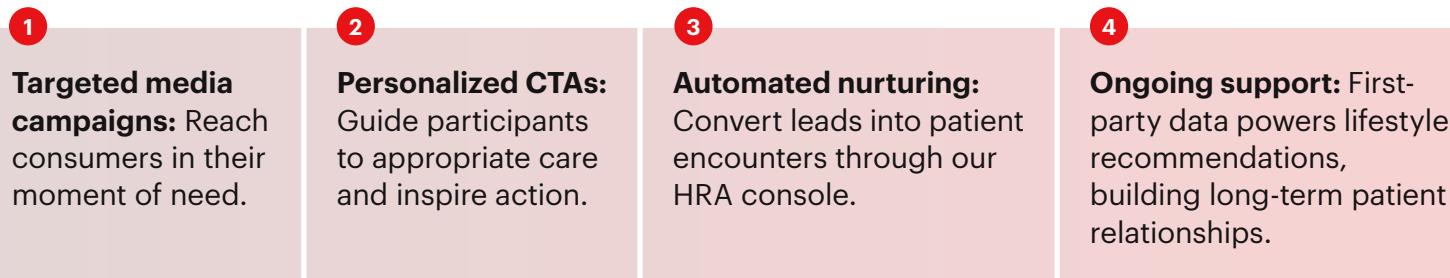
Neurology consumers: Meet Monica



- Age: **60**
- HRA click likelihood: **74%**
- Qualified lead likelihood: **40%**

Monica, 60, has a sedentary lifestyle and smokes. Her chronic mid-back pain recently became constant, and she's experiencing urinary issues, prompting her to seek answers online.

How HRAs drive conversion through the marketing funnel



Orthopedic & neurology HRA applications

Knee & Hip

Back & Neck

Shoulder & Elbow

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

354

Executed ortho and neuro campaigns

\$8M

Ortho and neuro campaign managed media spend

586

Ortho and neuro HRA completions in 2023

22K+

Qualified scheduling calls

Let's keep the conversation going. Give us 30 minutes and we can prove *how* we can address your critical issues, and *why* Unlock Health should be your partner.

UnlockHealthNow.com/contact

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