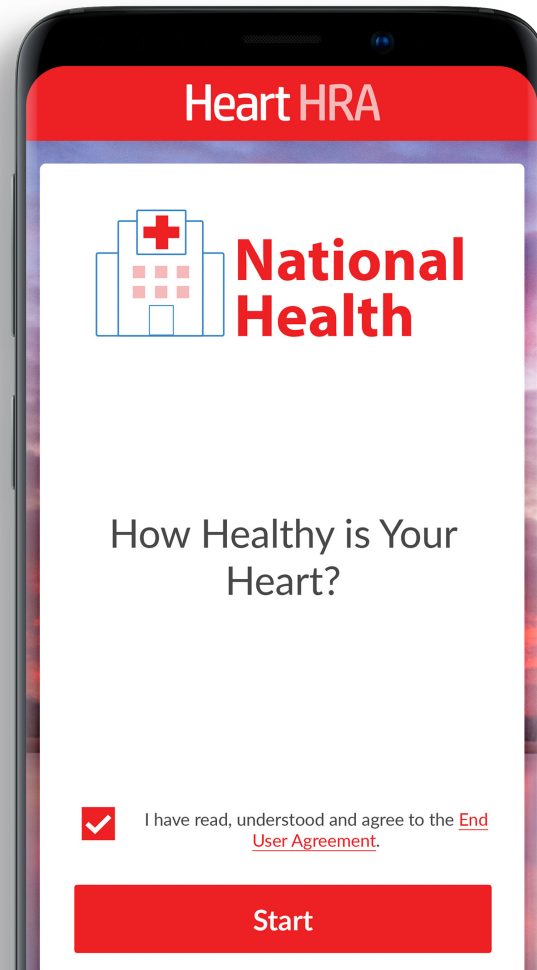


# Driving increased cardiology encounters for a major U.S. health system

Facebook promotions fueled Unlock Health Risk Assessment completions, achieving incredible cardiac service line ROI for a 16-hospital system.

## Client background

A 16-hospital system in the Southwestern U.S. wanted to increase encounters in its cardiology service line. Previous marketing efforts had provided some results, but the organization needed to optimize its efforts in conjunction with a systemwide rebrand.



## The Unlock solution

Our client-branded health risk assessments (HRAs) have a proven track record of increasing brand awareness when paired with integrated campaigns, so the health system agreed to use a strategic social tactic to increase engagement with HRAs and identify high-risk, high-intent leads. Utilizing predictive models and best practices, the health system targeted specific consumer sets on Facebook. Consumers clicked ads and were taken to an HRA to better understand their cardiology risks. Users provided an email address to begin the 5-minute assessment and could opt in for personalized risk results via email at completion to determine next steps, such as scheduling an appointment for a screening.

Each click, completion, and action was tracked to measure success and continuously optimize communications with users. All ads were combined with a small group of push emails encouraging consumers to take the HRA and follow-up nurture emails to those who engaged with the assessment. The health system used data from those engaging with the Facebook ad to create lookalike audiences and expand targeting.

## The results

The campaign provided a substantial boost to both cardiology service line visits and contribution margin. The health system achieved 60 goal encounters. These visits generated more than \$20 million in revenue — an especially impressive amount considering the comparatively low cost of the campaign. Unlock HRAs are an excellent complement to integrated marketing campaigns. As we saw here, when used as a Facebook ad CTA, they were extremely effective at motivating care visits.

## 12-month results

1.95M

IMPRESSIONS

26,071

AD CLICKS

10,264

HRA COMPLETIONS

749

TOTAL PATIENT  
ENCOUNTERS

60

CARDIAC  
ENCOUNTERS

20:1

CAMPAIGN ROI

\$21M

CONTRIBUTION  
MARGIN

### FACEBOOK CONVERSIONS

3x the channel average

0.69%

16-hospital  
system Facebook  
average

2.08%

Facebook +  
Unlock Health  
HRAs

### RESULTING CARE VISITS

1.75x better than other tactics

8%

All other tactics  
(i.e. direct mail,  
email, calls, etc.)

14%

Unlock Health  
HRAs