Universal Webhook Integration – Unlock HRAs

To send HRA data to a third-party platform—such as a CRM, marketing automation tool, or an internal system—using the universal webhook API, simply configure the integration settings within the HRA Management Console. This streamlined setup enables secure and efficient delivery of HRA data to your chosen destination for follow-up actions, analysis, or personalized engagement.

Standard report template

When triggered, the webhook sends a JSON payload that includes all fields defined in the specific HRA's data dictionary, along with any additional fields collected during the assessment, including:

- custom questions
- HRA URL
- results report URL
- marketing details and metadata

Legacy HG Mercury report template

If the legacy HG Mercury report template is selected, the following fields are transmitted:

formId	pcp	utm_source
client location	primaryRiskLevel	utm_medium
firstName	profilerType	utm_campaign
lastName	smokingStatus	utm_term
email	source	utm_content
birthdate	weight	hgcrm_trackingurlid
postalCode	joint	hgcrm_trackingsetid
phone	marketingOptIn	hgcrm_tacticid
street	phoneOptIn	hgcrm_campaign
city	hraName	hgcrm_agency
state	submissionDate	hgcrm_channel
age	custom_answers	hgcrm_campaign_url
bmi	keyword	
ethnicity	matchtype	
gender	placement	
height	target	