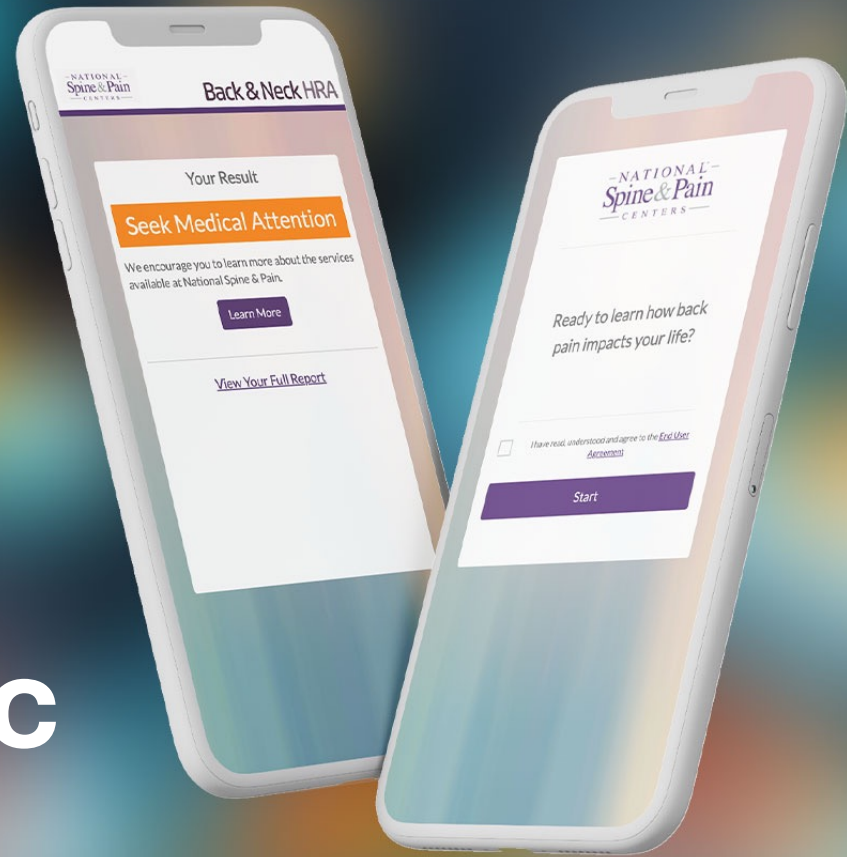


CASE STUDY

Client: National Spine and Pain Centers

Solution: Unlock Health Risk Assessments • SEM

Accelerating patient growth through strategic engagement



UN
LOCK

How personalized outreach and a data-driven HRA helped NSPC convert more patients and enhance marketing position

Client background

For more than 30 years, National Spine & Pain Centers (NSPC) has pioneered the treatment of chronic and acute pain. NSPC uses innovative, minimally invasive procedures to help over 1 million patients annually. Its network includes 120-plus locations and 750 affiliated medical professionals.

Objectives

- Distinguish NSPC from its competitors as the go-to destination for pain relief.
- Drive overall revenue growth by expanding NSPC's footprint.
- Increase urgency in patient education and appointment scheduling. Thereby, making it less likely patients will seek a competitor's services.

The Unlock Solution

Unlock Health implemented a tailored approach to address NSPC's challenges and optimize patient acquisition by:

- Deploying a back and neck health risk assessment (HRA)
- Leveraging a multi-channel marketing mix to maximize conversions
- Refining the patient journey with strategic follow-ups to prevent overwhelm
- Implementing a data-driven strategy to ensure continuous improvement

The results

- Revenue from 2024 leads is on track to outperform 2023
- Higher conversion rates led to increased patient acquisition
- Educational initiatives enhanced patient awareness
- Strengthened NSPC's position for long-term success as the leader in pain management services and care

Data highlights

2,102

Leads captured

52%

Lead capture rate

1479

HRAs completed

13%

Peak conversion rate

\$296

Cost to acquire a
revenue-generating
appointment

324%

ROI