# Personify Integration

Overview

The Personify Integration for Unlock Health HRAs allows for real-time data to be delivered to Personify as users complete the HRA. Information is sent from Unlock Health servers directly to Personify over an SSL link using the Personify POST URL and is stored as a Provider. Each HRA completion is sent to the Personify system as a Provider record and a record is either created or updated. The unique item used to determine whether or not to update an existing record is client configurable. This gives us two options to allow for you to choose if you always want a new record for each HRA session, or if you want to update an existing record based on the user's connection id

The API is authenticated using a Hash_Code provided within the Unlock HRA Console. Once this authentication is completed, the integration can be added to each HRA as part of each HRA's Follow-up Plan. The user who configures the authentication must confirm that the client has secured a BAA with Personify before proceeding.

Data Flow Diagram
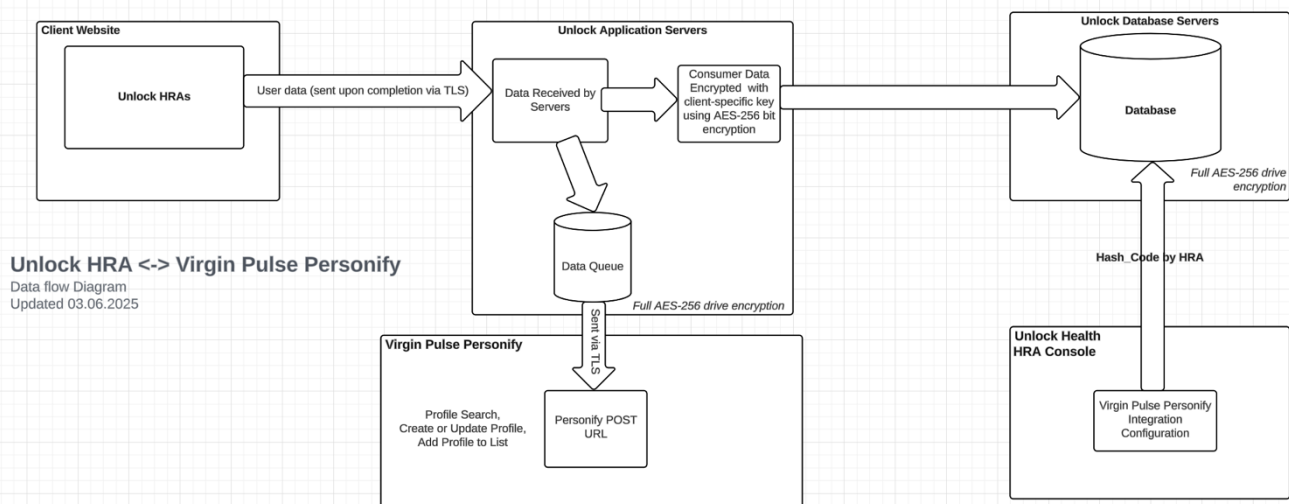
API Volume & Concurrency Requirements

All user completions from the HRA side are first delivered to a queueing within Unlock HRA platform infrastructure. This queueing system allows us to ensure that we are not overtaxing a client's API and allows us to handle API availability errors gracefully. Requests are processed one at a time sequentially so there are no high concurrency requirements.

Unlock has constructed the integration to be very efficient, so for each HRA completion, only 3 API calls will occur. Certain clients may utilize Call Engagement CTAs which if used, will add an addition 4th API call

conditionally if the user interacts with the CTA. When planning for API volume, connect with the teams promoting the HRA to determine how much traffic they expect to drive to the HRAs. For a basic estimate, we recommend using 3.2 calls per completion, so if there are 300 HRA completions a day, there will be 960 estimated API calls per day.

Data Mapping

Whenever possible, we deliver data into the Lead object using standard Personify fields. Some data elements from the HRA are NOT part of the standard Personify fields. Because of this, we provide a data dictionary that outlines custom field names that we look for when sending data. If the custom fields exist within the client's Lead record object, we will place information in the custom field. For cross-vendor and backwards compatibility, multiple custom field names are checked for in order and the first one that matches is where data is written. See the Personify Data Dictionary for the most current set of fields available.

Unique Key for Providers

Unlock provides clients with a choice of either using "Hash_Code" as the unique key for providers. The unique key tells Personify what field to look for and if it already exists update.