

HeartAware HRA Drives Significant Encounter Revenue

LionShare's 4-yr. ROI analysis shows 24:1 ROI for care encounters

GOAL

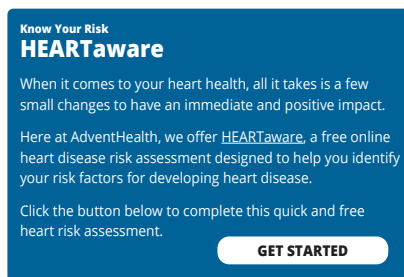
A large hospital system in the Midwest wanted to increase cardiology encounters. Working with LionShare®, their CRM provider, the organization was able to deploy and promote one of our flagship health risk assessments (HRA), HeartAware® to drive cost-effective service line growth.

The system also tasked LionShare with tracking downstream utilization of treatment services and the rate of return on their 4-year HRA campaign investment. The results were excellent.

CAMPAIGN

The campaign messaging was focused on “Know Your Risk” and emphasized pursuing proactive care. Key outreach tactics included display ads through various channels. (See example.)

Those who completed the HeartAware HRA were encouraged to call to schedule a comprehensive heart health screening.



Sample outreach

DETAILS

- The campaign ran from January 1, 2018 to January 31, 2022. (~4 years)
- Encounters were tracked system wide from 1/1/18 – 8/31/22 and then corresponding payments were attributed to individuals who also completed an HRA and reported on accordingly.
- There were 439 total HRA completions. (371 unique individuals across 364 households)
- It was determined that individuals were completing the HRA for additional individuals within their household. Therefore all patients from an HRA completion household were tracked, resulting in 410 patients who had encounters, or 113% of unique individuals who completed the assessment.
- Of those who completed an HRA, 68% had an encounter with 6 months.
- Of all encounters, 85% were Cardiology, Family Medicine or Internal Medicine specialty.
- Of those with an encounter, 64% were age 55 or older and 57% were women.

TAKEAWAY

Especially when well-integrated with optimized campaigns and digital workflows through CRM, HRAs can be a very powerful tool to engage patients, and convert online visits into care visits.

Besides direct revenue, HRAs also generate cost-savings by getting qualified patients connected to the right point of care for optimal resource utilization. The result is additional indirect revenue.

Timeframe	Conversion	New Patient	ROI	Payments
Encounter within 6 months	68%	20%	3.56:1	\$371, 554
Encounter within 4+ years	113%*	30%	24.08:1	\$2,514,145

*includes multiple individuals from the household of an HRA completion

24%
of completions resulted in a care encounter within 14 days

410
total patients had downstream encounters

30%
were new to the system

3,832
total care encounters

\$6,132
avg. payment per patient

24:1
return on investment

\$2.51M
total collected payments

Case study in cooperation with:



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