

### FOCUS: QUALITY MARKET SHARE GROWTH

- Low cost per acquisition
- High quality lead generation
- High engagement with at-risk consumers

### CONCLUSION

CHRISTUS Health used various marketing efforts, such as DM, EM and Eruptr digital, to drive moderate to high-risk individuals to targeted HealthAware risk assessments resulting in capturing market share for a valuable population segment.



In 2019, CHRISTUS Health ran a variety of HRA related campaigns with the below results highlighted:

## EFFECTIVE LEAD GENERATION

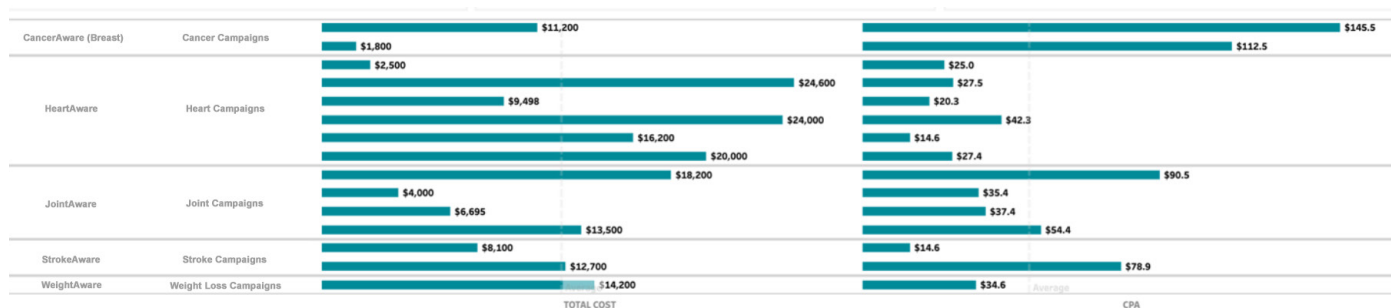
- 53% of participants who clicked on the HRA link submitted a full demographic and health risk data set
- Average CPA was \$32 across all campaigns
- Cardiovascular’s CPA (the most valued service) averaged \$24

**15**

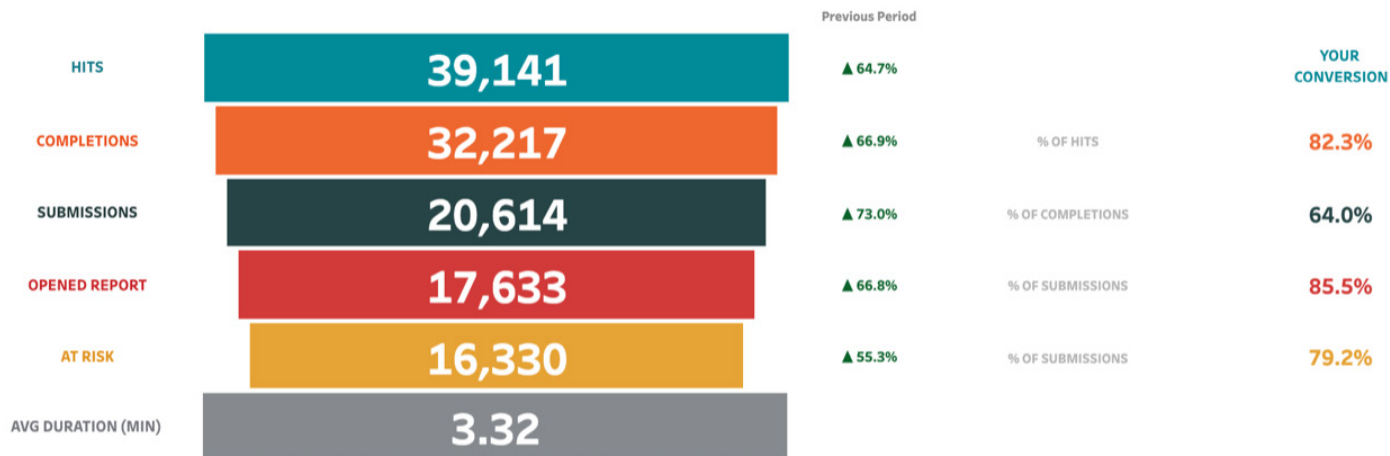
LINKS PROMOTED

**\$32.1**

COST PER ACQUISITION (CPA)



# EFFECTIVE LEAD CAPTURE



# EFFECTIVE EARLY DISEASE DETECTION

The HRAs attracted valuable patients who were at stages in the disease lifecycle where necessary provider diagnostics and early disease detection is common.

