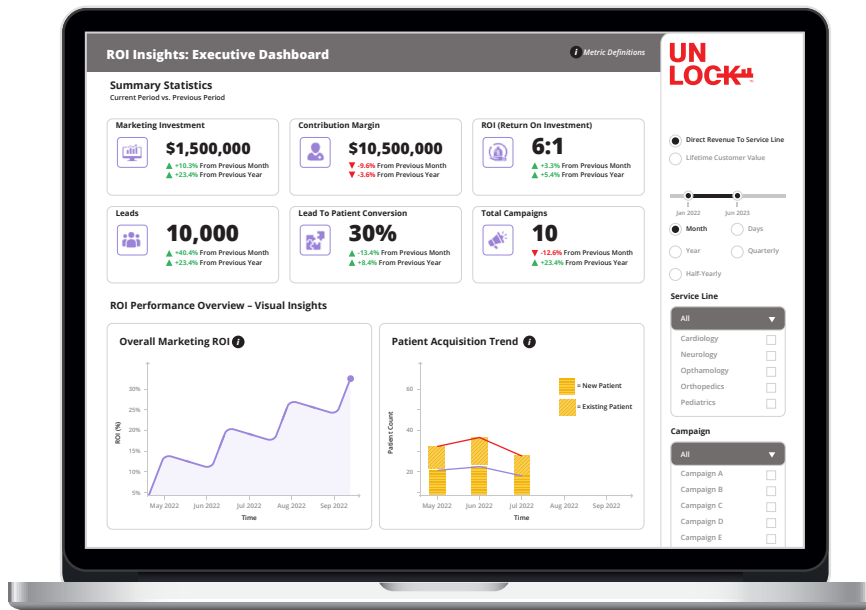


“Half of my advertising dollars are wasted, I just don't know which half...”
- John Wanamaker

“Not anymore.”
- Brandon Edwards
CEO, Unlock Health

INTRODUCING UNLOCK ROI INSIGHTS

Unlock ROI Insights is our full-funnel, downstream tracking product that connects the dots between campaign and clinical data – without any smoke and mirrors – while maintaining the highest standards of compliance.



ROI THAT YOUR CFO SUPPORTS, YOUR CIO APPROVES.

You’ve been looking for a transparent, reliable way to match campaign leads to downstream revenue. It didn’t exist, so we built it. Our flexible, customizable matching algorithm allows you to justify your marketing investments while maintaining the highest levels of security and privacy.

NOT JUST PERFORMANCE. RESULTS.

The launch of a campaign is not the end. It's just the beginning. Unlock ROI Insights also acts as a powerful diagnostic tool for modern marketers. This means you'll understand your results by payor, by market, by service line and more. It also means a precision view of opportunities for improvement, allowing you to make smarter decisions that accelerate speed to revenue.

This is how we remove the guesswork from growth.

Core Elements Of Our Transparent, Flexible Matching Algorithm

Lead-To- Encounter Matching

Answers, “How do I know Shannon the campaign lead is the same Shannon who had an encounter?”

Attribution Windows

Answers the question, “When did we see revenue from our campaign efforts?”

Direct and Global Attribution

Answers, “Which leads converted into the campaign service line, then had other encounters?”

New vs. Existing Patient Revenue Logic

Answers, “Who was net new? Who would’ve come in anyway? How do we assign quality of revenue?”

More information at: <https://connect.unlockhealthnow.com/roi>

A stand-alone product that connects the funnel from marketing to encounter and financial data didn't exist.

You asked. We created.



CLEAR

Our streamlined top-level summaries are digestible in under 2 minutes to deliver actionable insight.



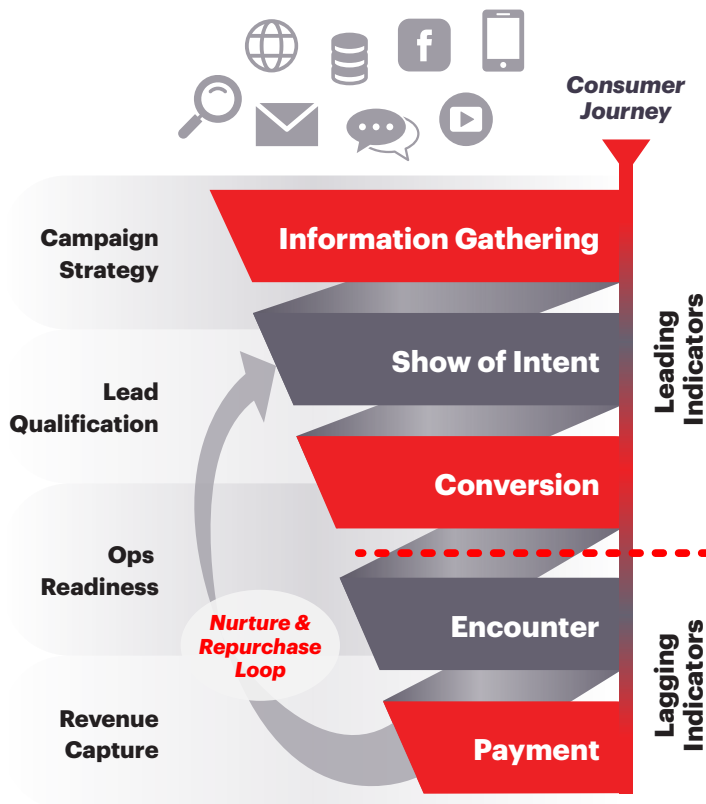
FLEXIBLE

Includes multiple KPI dashboards for different stakeholders, i.e. CEO, CFO, & Marketing depts.



REVEALING

As operational issues are uncovered, our expert team can help bridge gaps & overcome barriers.



WE BELIEVE

- ▶ ROI should empower and justify increased marketing investments
- ▶ ROI should be a diagnostic, helping marketers accelerate speed to revenue
- ▶ You shouldn't settle for anything less than what your CFO needs and expects.

HOW IT WORKS

- ▶ Our analysis is synchronized with Unlock Health marketing and managed care services for directly actionable insight.
- ▶ We calculate expected ROI early, enabling you to work with your managed care and revenue cycle teams to improve revenue capture.
- ▶ Actual ROI is iteratively refined over time, maximizing accuracy via an attribution tail analysis per campaign.

NEXT STEPS

Want to accurately understand the downstream financial impact of your patient acquisition, retention, and loyalty efforts?

Contact us today.

ABOUT UNLOCK HEALTH

We are the first strategic growth platform for healthcare organizations. We are strategy. We are services. We are data. We are marketing. We are left-brain. We are right-brain. We are code. We are forward. And we are experienced enough to understand the economics that makes the patient, payor, and provider relationships work. We've all known there was a better way. Unlock makes it a reality.

More information at: <https://connect.unlockhealthnow.com/roi>