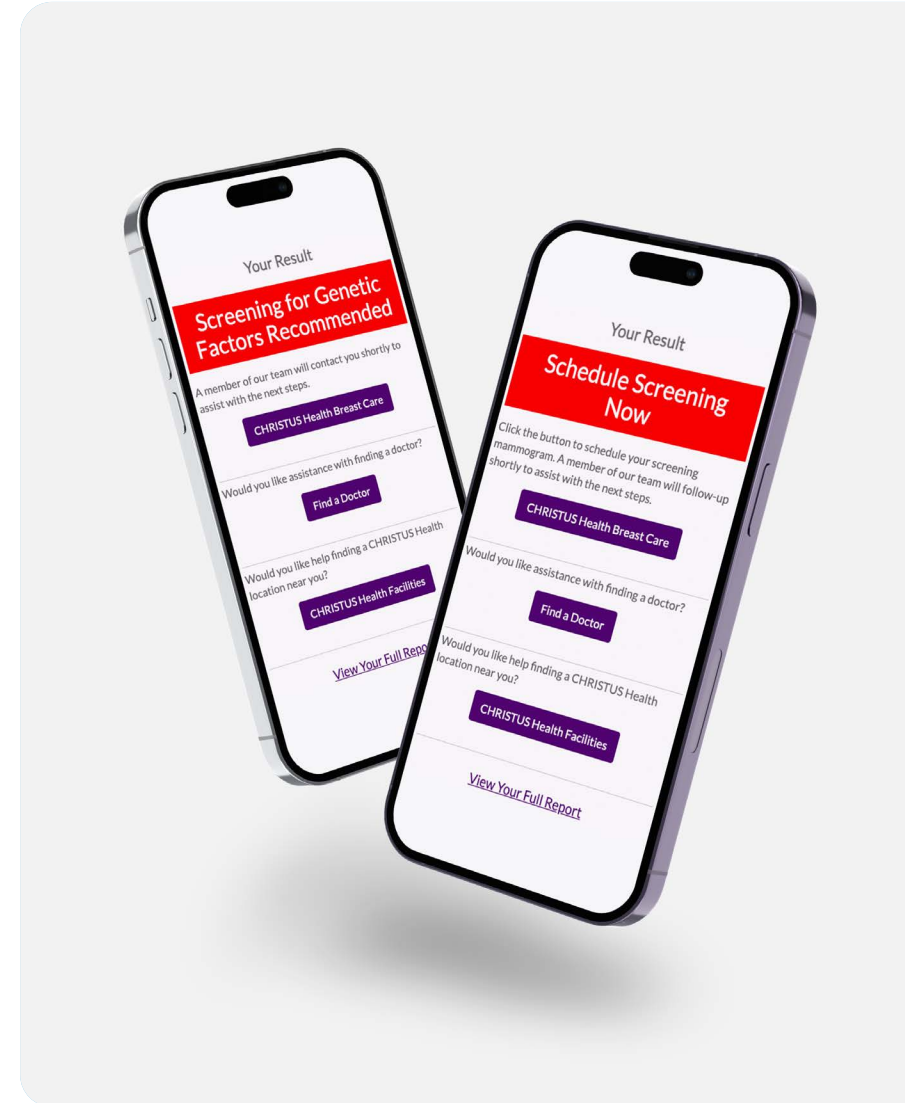


# Improving Local Access to Preventive Breast Cancer Care Through Integrated Digital HRAs

How CHRISTUS Health leveraged digital HRAs, CRM integration, and coordinated outreach to expand access, accelerate early cancer detection, and strengthen breast cancer awareness across Texas and Louisiana.

## Client background

CHRISTUS Health is a Catholic, nonprofit health system with ministries primarily in Texas and Louisiana. Their focus is on serving local communities, expanding access to preventive care, and addressing public misconceptions about local oncology services.



## The challenge

Many patients believed cancer care wasn't available locally, causing delayed diagnosis and underutilization of CHRISTUS oncology services. CHRISTUS set out to:

- **Increase awareness and accessibility** of local breast cancer screenings
- **Engage younger patients** (starting at age 25) while prioritizing older, higher-risk populations
- **Align outreach with actual patient needs**, not generic messaging
- **Drive sustained year-over-year growth** in preventive screenings

## The Unlock solution

Unlock Health collaborated with CHRISTUS Health to expand a long-standing HRA program that began in 2018 with the Heart HRA and has since grown into a comprehensive suite of preventive and specialty-focused assessments. As breast cancer became a priority area within CHRISTUS' oncology prevention strategy, the HRA was integrated across CRM, call tracking, and digital channels to create a seamless, closed-loop experience that moved participants from awareness to action.

- **CRM integration:** Real-time API syncing and automated routing to deliver timely, personalized follow-up based on risk level.
- **Invoca Intelligence:** Call attribution paired with AI-driven signals and sentiment analysis to validate intent, identify true appointment conversions, and improve downstream reporting.

- **Carenet Patient Engagement Center:** Centralized support managing all outbound HRA follow-up calls and warm transfers for inbound needs, ensuring high-risk participants received appropriate next steps.
- **Targeted Digital Campaigns:** CTA-focused ads and landing pages ("Check Your Breast Cancer Risk") supported by CRM-generated UTMs for clean attribution and consistent tracking.
- **Automated Nurture Journeys:** Reminder and follow-up emails guiding participants toward recommended screenings and reinforcing next steps.
- **Direct Outreach:** Mailers, reminders, and patient stories designed to deepen education and motivate action.

**This integrated, multi-channel approach ensured every expression of intent — digital or phone-based — was captured, analyzed, and acted upon, creating a repeatable and scalable model for preventive cancer care.**

## Results of HRA Campaign (July 1, 2024-June 30, 2025)

The breast cancer HRA campaign drove strong engagement, high conversion rates, and measurable downstream clinical impact across digital and phone-based channels.

### Engagement & Conversion

- **1,922 HRAs initiated**
- **1,312 leads captured**
- **1,221 completed breast cancer assessments**
- **48%** of participants prompted for genetic screening
- **20%** prompted to schedule a mammogram

## CASE STUDY

**Client:** CHRISTUS Health

**Solution:** HRA, Paid Media, Call Tracking

### Genetic Screening Impact

Nearly half of all participants (**48%**) reached the threshold for personalized genetic risk prompts, demonstrating strong engagement with deeper early detection questions and enabling more precise, high risk outreach across CHRISTUS communities.

### Inbound + Outbound Call Performance (Carenet Health + Invoca)

Carenet managed 100% of inbound and outbound calls, supported by Invoca's call intelligence.

#### Inbound Calls (Invoca → Carenet)

- Consumers called **Invoca tracked phone numbers**, which routed directly to **Carenet**.
- Carenet provided referrals and **warm transfers** to appropriate clinic locations based on **zip code** or **patient preference**.
- **824 scheduled appointments** were attributed through Invoca's call tracking.
- Invoca's **signals and sentiment analysis** validated caller intent and identified true appointment conversions.

#### Outbound HRA Follow Ups (Unlock HRA → Carenet via API)

- Unlock's HRA platform sent **all HRA respondents** (high risk and low risk) to Carenet through integration.
- Carenet conducted **all outbound follow up calls**, offering referrals, warm transfers, and navigation support.
- Outbound results included:

**60**

physician referrals

**36**

service referrals

**20**

warm transfers

### Client testimonial

“

Through our partnership with Unlock Health, we built more than a digital campaign— together we created a coordinated system that meets people where they are, gives them the education they need, and helps guide them into the right care so fewer individuals fall through the gaps.

By connecting our HRAs, CRM, Invoca, and Carenet, we now have an ecosystem that turns informed awareness into meaningful action and strengthens preventive care across our communities.

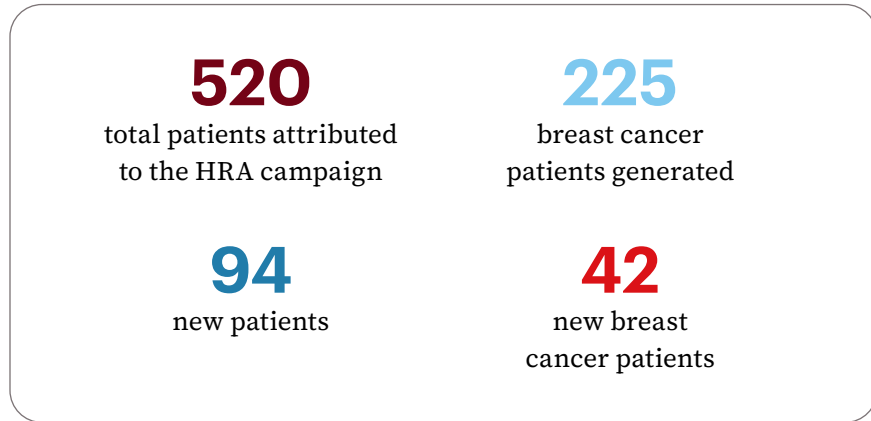
— Marla Armstrong, Director of Marketing Operations,  
CHRISTUS Health

**CASE STUDY**

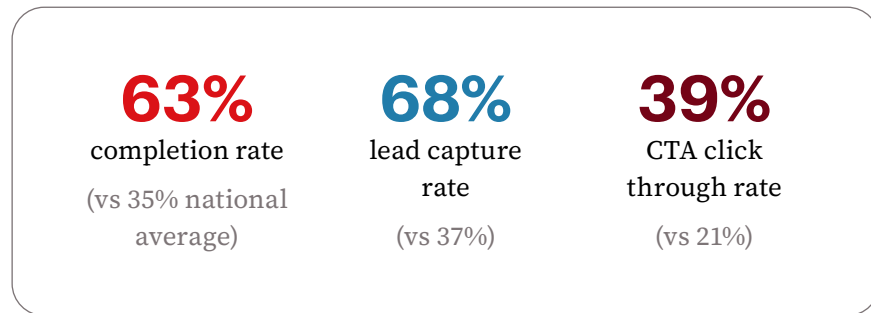
**Client:** CHRISTUS Health

**Solution:** HRA, Paid Media, Call Tracking

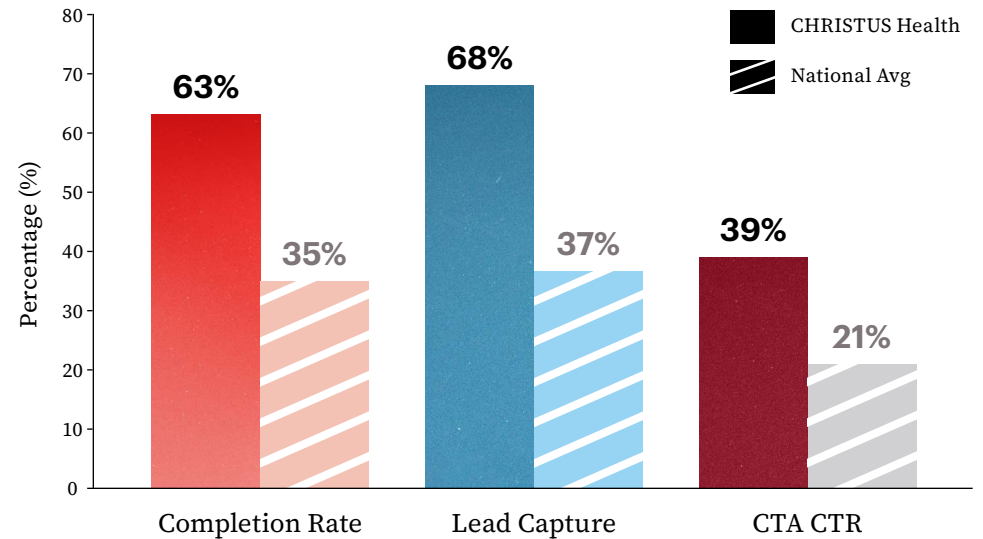
**CRM Campaign Impact**



**HRA Performance Compared to National Benchmarks**



**HRA Performance vs. National Benchmarks**



These results significantly exceeded national benchmarks, demonstrating how a well orchestrated ecosystem — integrating HRAs, CRM, Invoca, and Carenet — can meaningfully increase engagement, completion, and conversion across the digital patient journey.