



Universal Webhook Integration – Unlock HRAs

To send HRA data to a third-party platform—such as a CRM, marketing automation tool, or internal system—using the Universal Webhook API, configure the integration settings within the HRA Management Console.

This setup enables secure, automated delivery of HRA data to your designated system for follow-up actions, reporting, analysis, or personalized engagement.

Standard Report Template

The Standard Report Template is used for most clients and supports the full Universal Webhook data structure. When triggered, the webhook sends a JSON payload that includes all fields defined in the selected HRA's data dictionary, along with any additional fields collected during the assessment.

Data can be transmitted as `application/json` or `application/x-www-form-urlencoded`.

The webhook can also be configured to send data after each HRA page is completed, rather than only after the full assessment is submitted. This supports real-time data flow and drop-off tracking.

When *send data after every page completion* is configured, the payload will include a `page` field indicating which HRA page was just completed, a `completed` value of `false`, and a `connection_id` that uniquely identifies the current session. It will also include a `reminder_url` that can be used to re-engage a participant who left the HRA before finishing. The `hra_url` field reflects the URL of the current session. See the Reminder Link Sessions section below for details on how resumed sessions are tracked.

Reminder Link Sessions and the Connection Chain

Each time a participant begins or resumes an HRA, a new session is created with a unique `connection_id`. This is by design: the `connection_id` identifies a single session instance, not a participant's entire journey. When a participant returns via a reminder link, the new session's payload includes a `url_parameters.ogid` field containing the `connection_id` of the prior session. Clients can use this field to link sessions together and reconstruct a participant's full submission history.

How to work with reminder link sessions:

- Group per-page webhook payloads by `connection_id` to capture all activity within a single session.
- Use `url_parameters.ogid` to link a resumed session back to the session it continued from. If `ogid` is present in the payload, the session was started from a reminder link.
- To reconstruct a participant's full journey across multiple reminder sessions, follow the `ogid` chain across sessions (e.g., Session A → Session B → Session C).

Example of JSON Page Submission Payload

```
{
  "address_1": null,
  "answers": {
    "age": "26",
    "burning": null,
    "dietHabits_alcohol": null,
    "dietHabits_bedtimeEating": null,
    "dietHabits_mealSize": null,
    "dietHabits_none": null,
    "dietHabits_triggers": null,
    "ethnicOrigin_detailed": "",
    "ethnicity_simple": "white",
    "exercise_moderate": "false",
    "exercise_none": "true",
    "exercise_vigorous": "false",
    "existingPatient_pcp": null,
    "existingPatient_specialist": null,
    "height": "78",
    "lifestyleHabits_clothing": null,
    "lifestyleHabits_elevatedSleep": null,
    "lifestyleHabits_none": null,
    "lifestyleHabits_nsaids": null,
    "meds": null,
    "moderateExercise_daysPerWeek": null,
    "moderateExercise_minutesPerDay": null,
    "nausea": null,
    "pain": null,
    "pcpName": null,
    "preexistingGerd": null,
    "primaryCarePhysician_has": null,
    "race_detailed": "",
    "regurgitation": null,
    "sex": "male",
    "sleep": null,
    "specialistName": null,
    "specialist_has": null,
    "symptomsChronic_cough": null,
    "symptomsChronic_hoarseness": null,
    "symptomsChronic_laryngitis": null,
    "symptomsChronic_none": null,
    "symptomsChronic_soreThroat": null,
    "symptomsOther_chestPain": null,
    "symptomsOther_difficultySwallowing": null,
    "symptomsOther_none": null,
    "symptomsOther_unexplainedWeightLoss": null,
    "tobaccoUse": null,
    "vigorousExercise_daysPerWeek": null,
    "vigorousExercise_minutesPerDay": null,
    "weight": "111"
  },
  "app_key": "10f41014-b026-4fe0-a320-4f731e597be5",
  "app_type_key": "gerdaware",
  "app_type_name": "Acid Reflux",
  "campaign": null,
  "city": null,

```

```

"client_data": null,
"client_name": "National Health",
"completed": false,
"connection_id": "5311fd8d-74e8-49be-ba90-aa45ed58e2ad",
"content": null,
"cta1_call_caregiver": null,
"cta1_completed": null,
"cta1_data_name": null,
"cta1_phone": null,
"cta1_phone_opt_in": null,
"cta2_call_caregiver": null,
"cta2_completed": null,
"cta2_data_name": null,
"cta2_phone": null,
"cta2_phone_opt_in": null,
"cta3_call_caregiver": null,
"cta3_completed": null,
"cta3_data_name": null,
"cta3_phone": null,
"cta3_phone_opt_in": null,
"current_time": "2025-12-18T19:27:39.528+00:00",
"custom_answers": null,
"date_of_birth": "1999-01-01",
"email": "abc@example.com",
"first_name": "a",
"first_name_caregiver": "b",
"gender_pronouns": null,
"hra_url": "http://localhost:8082/v3/10f41014-b026-4fe0-a320-4f731e597be5/",
"last_name": "a",
"last_name_caregiver": "b",
"locale": "en",
"location": "Hospital 1",
"marketing_opt_in": true,
"medium": null,
"myself_someone_else": "someone_else",
"page": "questions-6",
"phone_1": null,
"phone_opt_in": true,
"reminder_url": "http://localhost:8082/v3/10f41014-b026-4fe0-a320-4f731e597be5?ogid=5311fd8d-74e8-49be-ba90-aa45ed58e2ad",
"report_opt_in": true,
"source": null,
"started_at": "2025-12-18T19:16:33.926+00:00",
"state": null,
"tealium_data": null,
"term": null,
"url_parameters": {},
"zip_code": "12345"
}

```

Example of JSON Completed HRA Submission Payload

```

{
  "address_1": "123 abc st",
  "answers": {

```

"age": "35",
"bmi": "24.409722222222225",
"bmiCategory": "normal",
"burning": "one",
"burningScore": "1",
"dietHabits_alcohol": "true",
"dietHabits_bedtimeEating": "false",
"dietHabits_mealSize": "false",
"dietHabits_none": "false",
"dietHabits_triggers": "false",
"ethnicOrigin_detailed": "non_hispanic",
"ethnicity_legacy": "WHITE",
"ethnicity_simple": "white",
"exercise_moderate": "false",
"exercise_moderate_equivalent": "0",
"exercise_none": "true",
"exercise_vigorous": "false",
"existingPatient_pcp": "",
"existingPatient_specialist": "",
"habitCount": "3",
"height": "72",
"lifestyleHabits_clothing": "true",
"lifestyleHabits_elevatedSleep": "false",
"lifestyleHabits_none": "false",
"lifestyleHabits_nsaids": "true",
"meds": "zero",
"medsScore": "0",
"moderateExercise_daysPerWeek": null,
"moderateExercise_minutesPerDay": null,
"nausea": "four_seven",
"nauseaScore": "0",
"otherSxCount": "0",
"overallMessage": null,
"overallRisk": "decreased",
"pain": "two_three",
"painScore": "1",
"pcpName": "",
"preexistingGerd": "yes",
"primaryCarePhysician_has": "no",
"primaryMessageNumber": "1",
"primaryResult": "diagnosed_symptomatic",
"race_detailed": "white",
"regurgitation": "zero",
"regurgitationScore": "0",
"relatedSxCount": "2",
"riskFactorCount": "0",
"sex": "male",
"sleep": "one",
"sleepScore": "1",
"specialistName": "",
"specialist_has": "no",
"symptomCount": "4",
"symptomsChronic_cough": "false",
"symptomsChronic_hoarseness": "true",
"symptomsChronic_laryngitis": "true",
"symptomsChronic_none": "false",
"symptomsChronic_soreThroat": "false",

```

    "symptomsOther_chestPain": "false",
    "symptomsOther_difficultySwallowing": "false",
    "symptomsOther_none": "true",
    "symptomsOther_unexplainedWeightLoss": "false",
    "tobaccoUse": "never",
    "vigorousExercise_daysPerWeek": null,
    "vigorousExercise_minutesPerDay": null,
    "weight": "180"
  },
  "app_key": "10f41014-b026-4fe0-a320-4f731e597be5",
  "app_type_key": "gerdaware",
  "app_type_name": "Acid Reflux",
  "campaign": null,
  "city": "Somewhere",
  "client_data": null,
  "client_name": "National Health",
  "completed": true,
  "completed_at": "2025-12-18T20:08:29.498+00:00",
  "connection_id": "5270cc5e-1fe2-4040-9da0-86581d84f4ca",
  "content": null,
  "cta1_call_caregiver": null,
  "cta1_completed": true,
  "cta1_data_name": acid_reflux_high_risk_1,
  "cta1_phone": null,
  "cta1_phone_opt_in": false,
  "cta2_call_caregiver": null,
  "cta2_completed": false,
  "cta2_data_name": acid_reflux_high_risk_2,
  "cta2_phone": null,
  "cta2_phone_opt_in": false,
  "cta3_call_caregiver": null,
  "cta3_completed": false,
  "cta3_data_name": acid_reflux_eq,
  "cta3_phone": null,
  "cta3_phone_opt_in": false,
  "current_time": "2025-12-18T20:08:38.367+00:00",
  "custom_answers": {
    "custom_stress": "rare"
  },
  "date_of_birth": "1990-01-01",
  "email": "test@example.com",
  "first_name": "John",
  "first_name_caregiver": "Steve",
  "gender_pronouns": "He/Him",
  "hra_url": "http://localhost:8082/v3/10f41014-b026-4fe0-a320-4f731e597be5/?fakedata=true&s=test",
  "last_name": "Doe",
  "last_name_caregiver": "Caregiver",
  "locale": "en",
  "location": "",
  "marketing_opt_in": false,
  "medium": null,
  "myself_someone_else": "someone_else",
  "page": null,
  "phone_1": "222-222-2222",
  "phone_opt_in": true,

```

```
    "report_opt_in": true,  
    "report_url": "http://localhost:8082/v3/10f41014-b026-4fe0-a320-  
4f731e597be5/report/5270cc5e-1fe2-4040-9da0-86581d84f4ca",  
    "source": "test",  
    "started_at": "2025-12-18T20:07:59.304+00:00",  
    "state": "mn",  
    "tealium_data": null,  
    "term": null,  
    "url_parameters": {  
      "fakedata": "true",  
      "s": "test"  
    },  
    "zip_code": "12345"  
  }  
}
```

Legacy HG Mercury Report Template

The Legacy HG Mercury Report Template is available only for clients with existing HG Mercury integrations. It is maintained for backward compatibility and should not be used for new integrations. If this report template is selected during configuration, the following fields are transmitted:

formId	pcp	utm_source
client_location	primaryRiskLevel	utm_medium
firstName	profilerType	utm_campaign
lastName	smokingStatus	utm_term
email	source	utm_content
birthdate	weight	hgcrm_trackingurlid
postalCode	joint	hgcrm_trackingsetid
phone	marketingOptIn	hgcrm_tacticid
street	phoneOptIn	hgcrm_campaign
city	hraName	hgcrm_agency
state	submissionDate	hgcrm_channel
age	custom_answers	hgcrm_campaign_url
bmi	keyword	
ethnicity	matchtype	
gender	placement	
height	target	