

# OPTIC

+ A Quarterly Analysis of Healthcare Data with Insights from Healthgrades Strategists.

## Health Risk Assessment (HRA) Success Rates Within Channel.

Perception is everything — especially when it comes to information. If you are able to accurately perceive information, insights are born and strategy becomes clear. With OPTIC and the sharp minds of the **Hg Fusion** team, you won't see data — **you'll see OPPORTUNITY.**

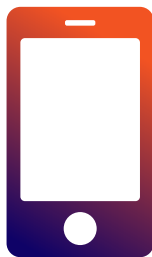


**Facebook** is the most successful tactic for driving HRA response, with **3x the click-through rate** compared to the Healthgrades channel average.



**75%** of HRA participants are **female**.

Participants with high-risk results are more likely to **visit sooner and more often** after taking an HRA.



For more information, contact your **Healthgrades account manager**.

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*Data summary: There were more than 265 profilers executed across 47 clients in 2019.*

