

Case Study: Convey Health Solutions

Introduction

This case study of CONVEY HEALTH SOLUTIONS is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service.



“The information and best practices gained from the event will inform the development of our customer engagement model.”

“It had been quite a while since I last attended an industry event. The Executive MindXchange provided me with an opportunity to reconnect with peers and subject matter experts, and to catch up on new developments, evolutionary changes, as well as new technologies within the industry.”

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
 - Presentations that produce too few action items and takeaways because they are too theoretical
 - An audience that is too junior

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as excellent.
- Has attended the Frost & Sullivan Executive MindXchange for the first time.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Access to best practices
 - A forum which allows me to get real solutions to my business challenges
- Generated under 5 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 4 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would strongly recommend the Frost & Sullivan MindXchange to their peers.

Company Profile

Company:
CONVEY HEALTH SOLUTIONS

Company Size:
Medium Enterprise

Industry:
Health Care

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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